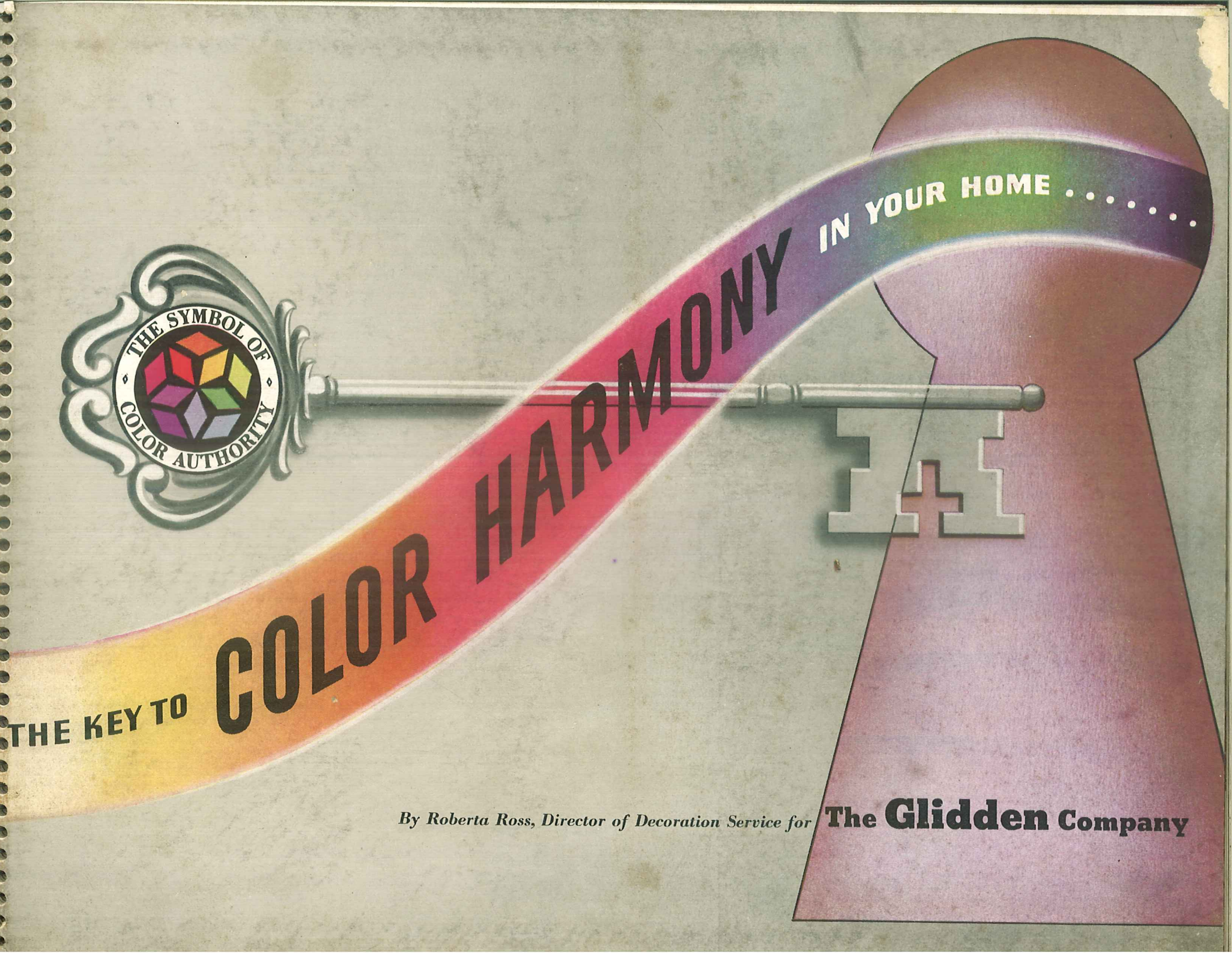
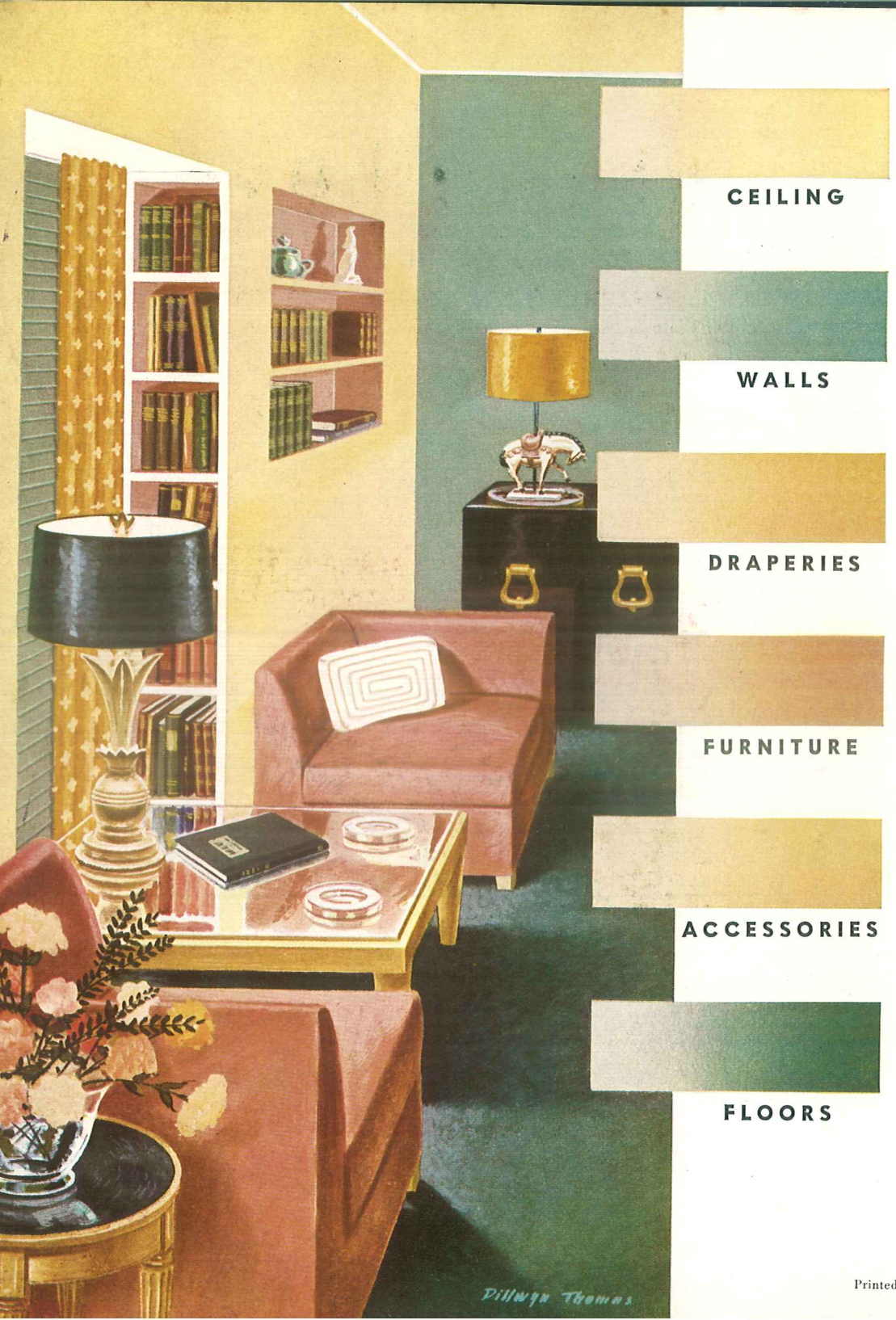
THE KEY TO COLOR HARMONY IN YOUR HOME

Presented By

The Glidden Company


THE SYMBOL OF
COLOR AUTHORITY
THE KEY TO COLOR HARMONY IN YOUR HOME .....
By Roberta Ross, Director of Decoration Service for The Glidden Company



What are the keys to COLOR HARMONY?

Color, freely and tastefully used, makes any home more inviting and livable. Today's decorating standards make color the clue to friendly, attractive rooms. Together, the walls and ceilings, floor coverings, fabrics on furniture and at windows . . . lamps and other accessories in a room, form the keys that may be joined in a chord of resonant color. In this booklet, we offer room ideas that may guide you in your own color schemes. Let your imagination help you in adapting these ideas to your own needs.

Printed in U.S.A.

© 1946 . . . The Glidden Company

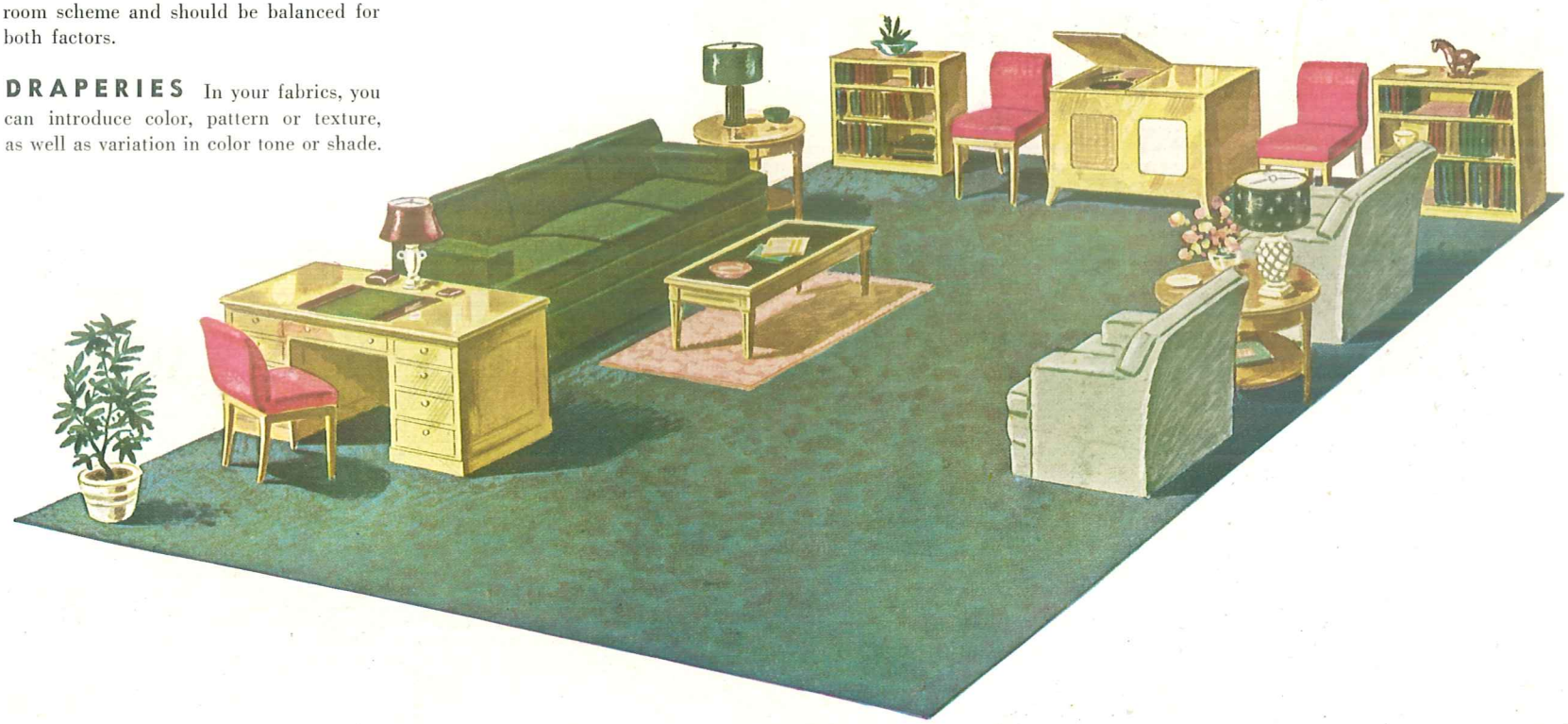
Begin with what you have

It is seldom necessary to completely refurnish a room to create a new and effective color scheme. The strategic use of *new* colors will achieve this result. It is important, however, to choose new colors that will live happily with the old colors which are to be retained. Four elements to keep in mind when you are planning a new color scheme are these: 1, the colors of those furnishings that you do not intend to change; 2, the size and architecture of the room; 3, the use to which the room is put; 4, exposure. You will find in this booklet some helpful suggestions for dealing with these factors.

RUGS With the exception of walls and ceiling, rugs provide the largest color area in the room, and are, therefore, a major element in your color planning.

FURNITURE Upholstered pieces contribute both color and design to your room scheme and should be balanced for both factors.

DRAPERIES In your fabrics, you can introduce color, pattern or texture, as well as variation in color tone or shade.



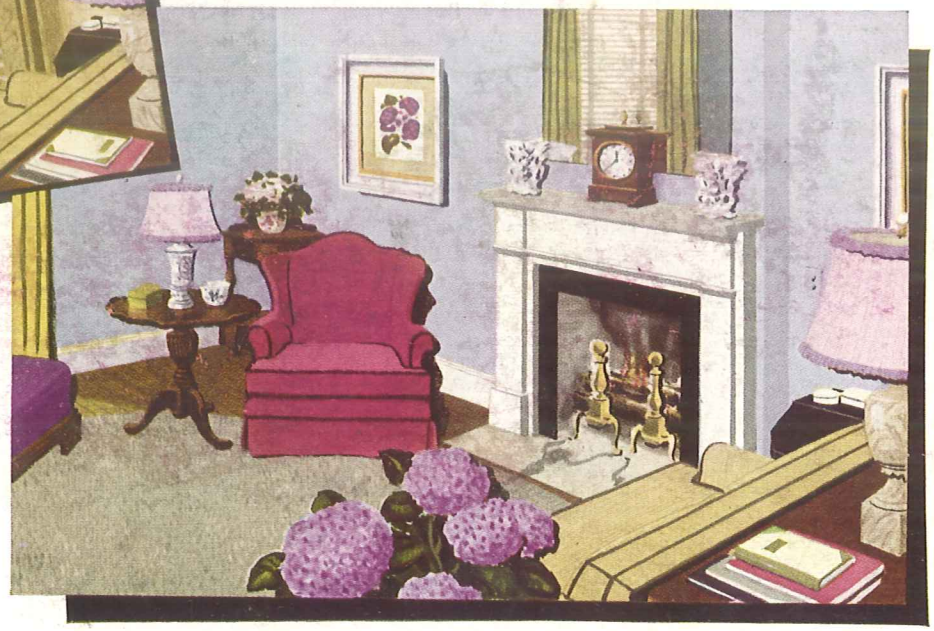
Lamps and accessories provide the accents of contrast that lend color interest to a room and give it character as well as personality.

The Quick and Easy Way to Beautiful Rooms

is to change wall and ceiling colors

Freshly painted walls, ceilings and woodwork, in clean inviting colors, can transform a room in miraculous fashion. With a crisp new background, even old furnishings take on a new look. Since walls, ceilings and woodwork form the largest color area in a room, their colors determine the room's entire effect.

BEFORE Dingy, soiled and streaky walls, in an uninteresting, neutral color, spoil the entire decorative atmosphere of this otherwise pleasantly furnished living room.



AFTER The very same room, with absolutely nothing changed except the painted surfaces. Note how the freshly painted walls, woodwork, ceiling, fireplace and picture frames, in inviting colors, give a completely new spirit to the room and its unchanged furnishings.

What Color should your walls be?

In many cases decorators will tell you this depends on the

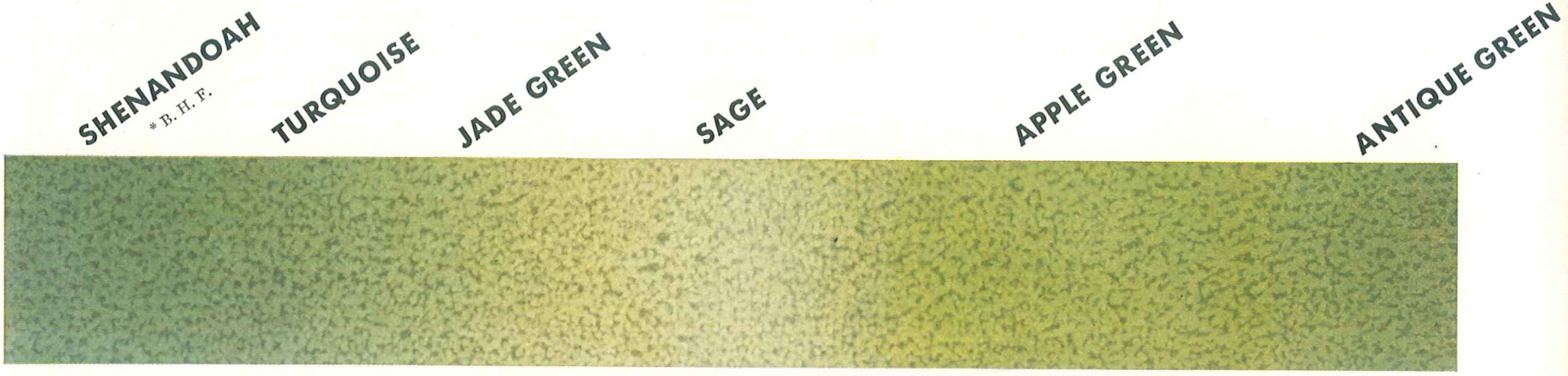
Color of your floor covering

Since floors and walls are the two largest color areas in a room, a proven guide to the choice of wall colors is to relate your walls to the color of your floor covering. If these two areas are in harmony, the major portion of your color scheming has been well accomplished. In the pages that follow, we have built our schemes around the four key colors of floor coverings. As you will see, color variations are found within each family, but you will easily recognize into which group your own floor covering falls. There are seven rooms shown in each of the four color groups. Because more than one wall color goes well with each floor covering color, you will want to use your own personal color preferences to guide you in your final choice.

We hope you will find, in these twenty-eight rooms, not only color inspiration but practical and usable decorating ideas for your home.

If your floor covering is in the GREEN *family*

seven suggested room schemes are shown on the following pages



Popular green floor colors and names are shown above. Greens fall into three groups—natural or true-greens, yellow-greens and blue-greens. Natural greens run the gamut of tone from deep to pastel, include leaf, kelly, emerald. In the yellow-green group you find lime, chartreuse, olive. In the blue-green group are spruce, jade.

Living Room, with the Glow of Mahogany and the Charm of Chintz

In the room shown on the page opposite dusty rose walls and bone white woodwork, a medium green carpet (*B.H.F. Shenandoah) and softly colored fabrics are a perfect foil for mahogany furniture in the designs of the 18th Century. The chintz draperies and wall-to-wall valance were designed to unify the fireplace wall, with its window at either side of the fireplace. Two large chairs form a comfortable fireplace group, with a generous coffee table around which the bench and side chairs may be gathered for conversation. The drop-leaf table, standing at right angles to the wall, may be used as a desk or for serving informal meals for two. Accessories add important detail, such as the white plaster shells filled with foliage, grouped over the fireplace; the grouping of prints on the wall above the drop-leaf table. Lamps are used both for lighting and for decorative effect on chair side tables and on the desk. Pattern interest, as a foil for the plain walls and rug, is achieved in the flowered and striped fabrics.

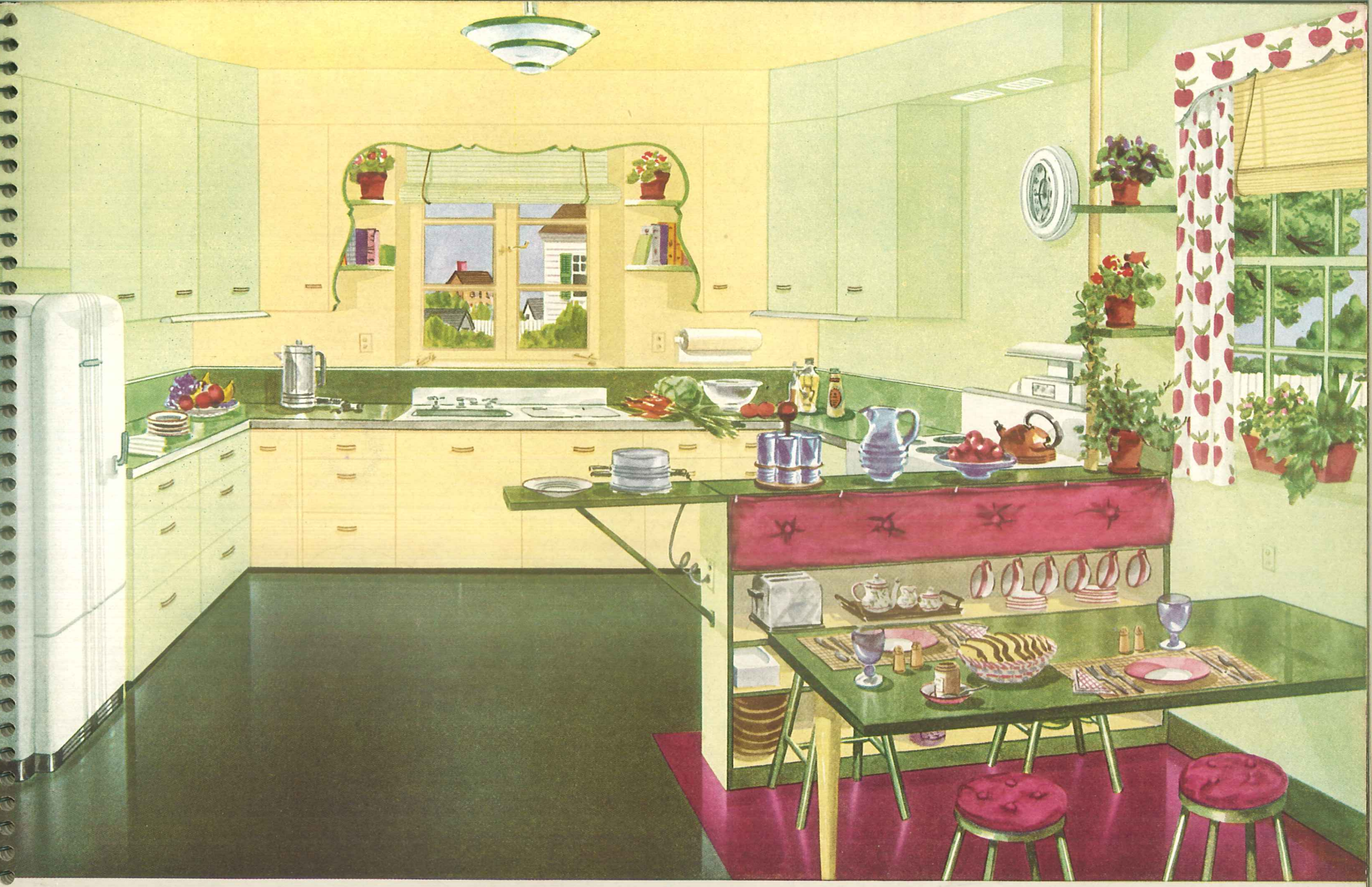
Color Prescription: WALLS and CEILING: Dusty Rose Spred Flat. WOODWORK, DOORS, FIREPLACE FRAME: Dusty White Spred Luster.

*B.H.F. means Basic Home Furnishings' colors, a group of coordinated colors for home furnishing merchandise, designated by label in stores throughout the country.

Sewing room that doubles as a guest bedroom. Walls of two different colors, tea rose and green, brighten the room and set off the green of the carpet. White paint has been used to renew and unify an assortment of discarded furniture, and, together with the white ceiling, gives the room a fresh note. The plaid fabric at the windows, repeated in the lampshade and rocker cushion, introduces gay pattern. The window wall features all the necessities for sewing, including a machine, a pattern pin-up board, storage cupboards that may also double for guest storage. The long mirror serves both seamstress and guest, and is supplemented by the simple shelf dressing table next to it. Even the cedar chest does double duty, as a luggage rack.

Color Prescription:

THREE WALLS: Speed-Wall Flat Tea Rose.
ONE WALL: Speed-Wall Flat Mint Green.
CEILING: Speed-Wall Flat White.
WOODWORK: Speed-Wall Semi-Gloss White.



Yellow and green for walls and cabinets, a deep green painted floor, and lots of red for color accent, make this modern kitchen cheerful and inviting Informal meals may be served with ease in the dinette section, set off by a red painted floor. Its table has plenty of leg room, and the divider unit is designed to serve both as a back rest and a storage space for appliances. It even has an extension leaf to add working space. Red leatherette upholstery is easy to clean, the light-weight stools may be used for sitting work as well as for dining. For the window above the sink, a Venetian blind and shelves are both decorative and functional, with no curtains to blow about, and cook books handily placed. Bright curtains and plants add inviting touches to the dining area.

Color Prescription:

END WALL and CEILING: Speed-Wall Semi-Gloss Jonquil.

OTHER WALLS: An intermix of equal parts of Speed-Wall Semi-Gloss Jonquil and Speed-Wall Semi-Gloss Mint Green.

FLOOR: Florenamel Tile Green and Florenamel Tile Red.

BAR TOP, TABLE TOP and SHELVES: Japalac Enamel Empire Green.

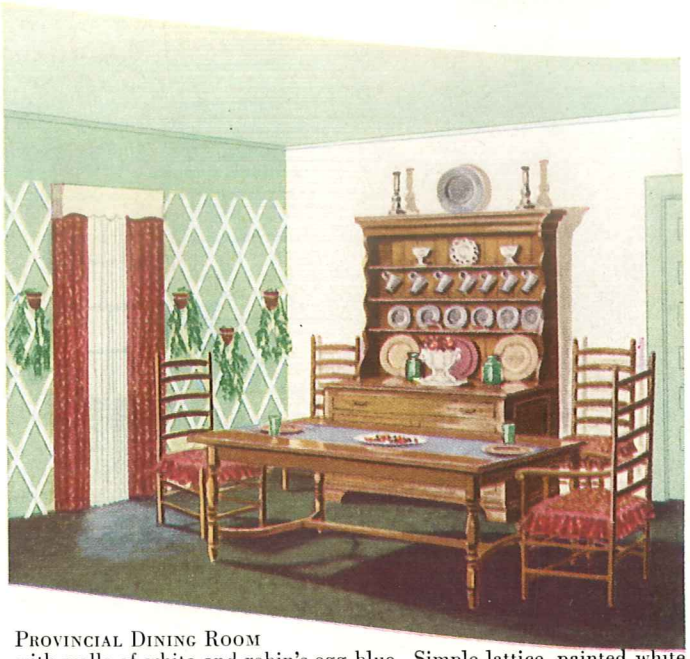
MORE COLOR IDEAS FOR . . .

Green Floored Rooms

DRESSING CLOSET features a high rod for long dresses, low one for suits and blouses; full-length mirror to check hems and seams; ample drawer, cabinet and shelf space. Soft peach and light aqua contrast with green rug.

Color Prescription:
CUPBOARDS AND SHELVES: Spred Luster Soft Peach
CEILING; END WALL AND SHELF LININGS: Spred Luster Light Aqua

ROOM FOR A BOY, with walls in one shade of green, woodwork in another, floor in a third. Note storage shelves for books, hobbies, radio, and tall corner double closet, to accommodate skis, baseball bats, other sports accessories. Ladder gives access to top space. *Color Prescription:* WOODWORK AND MAP FRAME: Speed-Wall Semi-Gloss Leaf Green. WALLS: Speed-Wall Flat Mist Green. CEILING: Speed-Wall Flat Buhrstone.



PROVINCIAL DINING ROOM with walls of white and robin's egg blue. Simple lattice, painted white and holding plants, gives added interest to the window wall. Bright chintz for draperies and chair seats provides a gay color accent.
Color Prescription:
WINDOW WALL AND CEILING: Spred Flat Robin's Egg Blue
DOOR WALL: Spred Flat White
CORNICE AND LATTICE: Spred Luster White.

BASEMENT GAME ROOM uses cheerful yellow for walls and ceiling, to substitute for sunlight. Cabinet built around small window is decorative and practical. Built-in settee, refreshment wagon, card table group all contribute to comfort and fun. *Color Prescription:* WALLS AND CEILING: Spred Flat Canary. DOOR AND CUPBOARD AROUND WINDOW: Japalac Enamel Bud Green. FLOOR AND SHELVES: Florenamel Tile Green.

GLIDDEN FINISHES THAT GO WELL WITH *Green*-TONED FLOOR COVERINGS

WALL AND CEILING COLORS

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (★).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent use *any* color shown below.

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent use any color below with this code marking (○).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes — Page 41; for Luster finish—Page 39. For Woodwork, Trim or Accent use any color shown below.

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent use any color below with this code marking (▲).

For a Flat finish in this color see Page 38; for a Luster finish—Page 39. For Woodwork, Trim or Accent use any color below with this code marking (▲).

For Flat and Semi-Gloss finishes in this color see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent use any color with this code marking (□).

For Gloss, Semi-Gloss and Gloss finishes in this color see Page 41; for Luster finish—Page 39. For Woodwork, Trim or Accent use any color below with this code marking (□).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes—Page 41; for Luster finish—Page 39. For Woodwork, Trim or Accent use any color below with this code marking (■).

This color is available in a Flat finish. See Page 38. For Woodwork, Trim or Accent use any color below with this code marking (△).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes—Page 41; for Luster finish—Page 39. For Woodwork, Trim or Accent use any color shown below.

For Flat or Semi-Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent use any color shown below.

WOODWORK AND TRIM COLORS

The colors below are available in finishes described on pages indicated under each swatch.

A selection of natural wood finishes, in stains and varnishes, that harmonize with any wall and ceiling color, is shown on page 44.

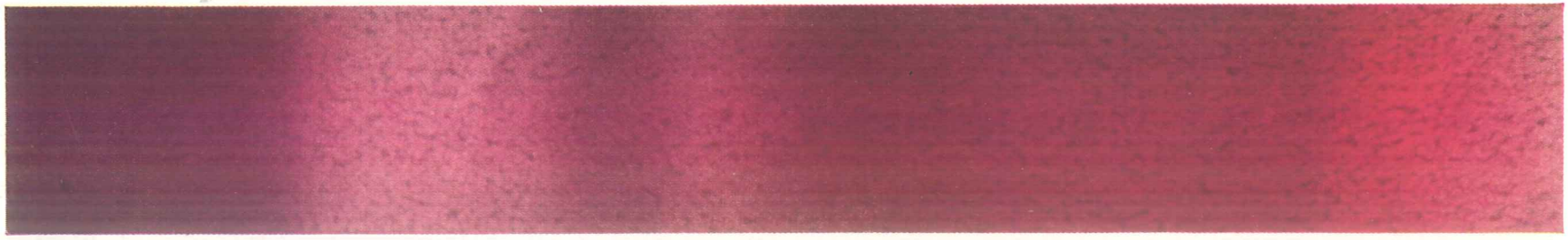
★○■□	Use with Any Color	Use with Any Color	★■▲□△	★■□△	★■▲□△	■▲□△	★○■▲	★■▲□△	★○■▲□△	★▲□△
Page 40	Page 42	Pages 40 & 42	Page 42	Page 42	Page 42	Page 42	Page 42	Page 42	Page 42	Page 42

This page reproduces the actual colors as closely as high speed printing permits. For the actual colors and many others including off-shade intermixes, see a color card at your nearest Time-Tested dealer.

If your floor covering is in the RED *family*

seven suggested room schemes are shown on the following pages

BURGUNDY · ADIRONDACK *B. H. F. · LIGHT PLUM · OLD ROSE · PRAIRIE *B. H. F. · TAPESTRY RED · GRAND CANYON *B. H. F. · COPPER ROSE



Popular red floor colors and names are shown above. The red family includes pink-reds, blue-reds, yellow-reds. In the pink-reds are cherry, crimson, vermilion, rose, pink; in the blue-reds are plum, wine, burgundy, mauve; in the yellow-reds are salmon, apricot, coral, mellon.

Dining Room With a Dual Use

Alive with color, this dining room uses bone-white walls for a spacious look, a peacock blue ceiling in dramatic contrast with the rose rug (*B.H.F. Grand Canyon). Painted furniture picks up the three colors, and introduces brown for an additional color note. Flower-splashed fabric curtains at the windows are repeated in the upholstery of the two armchairs, while the dining chairs are upholstered in a lighter shade of peacock blue. The pink-painted table, when not in use for dining, may be used as a desk, and the two armchairs also double for dining or reading. The room is planned so that it may be used as a supplementary living room or study room at hours other than mealtime. Under the windows, generous storage space is provided by the built-in-unit, to hold linens, silver, serving pieces. A serving cart is tremendously helpful in the servantless household. In front of the kitchen door, a painted four-fold screen picks up all four of the room colors. Painted small tables hold lamps, ash trays for each of the armchairs. Above the dining table, painted ribbons form a pattern with decorative plates hung on the wall, and the lower portion of the wall is given pattern interest with woven wood strips. Three spotlights in the ceiling, directly above the table, supply light for dining or desk work. Lamps light the armchairs.

Color Prescription: CEILING: Spred Flat Peacock Blue. WALLS: Spred Flat Bone White. CABINET and WAINSCOT: Spred Luster Dusty White. DINING TABLE: Japalac Dusty Rose. LAMP TABLES: Florenamel Mahogany. SERVING WAGON: Japalac Dawn Gray.

*B. H. F. means Basic Home Furnishings' colors, a group of coordinated colors for home furnishing merchandise, designated by label in stores throughout the country.

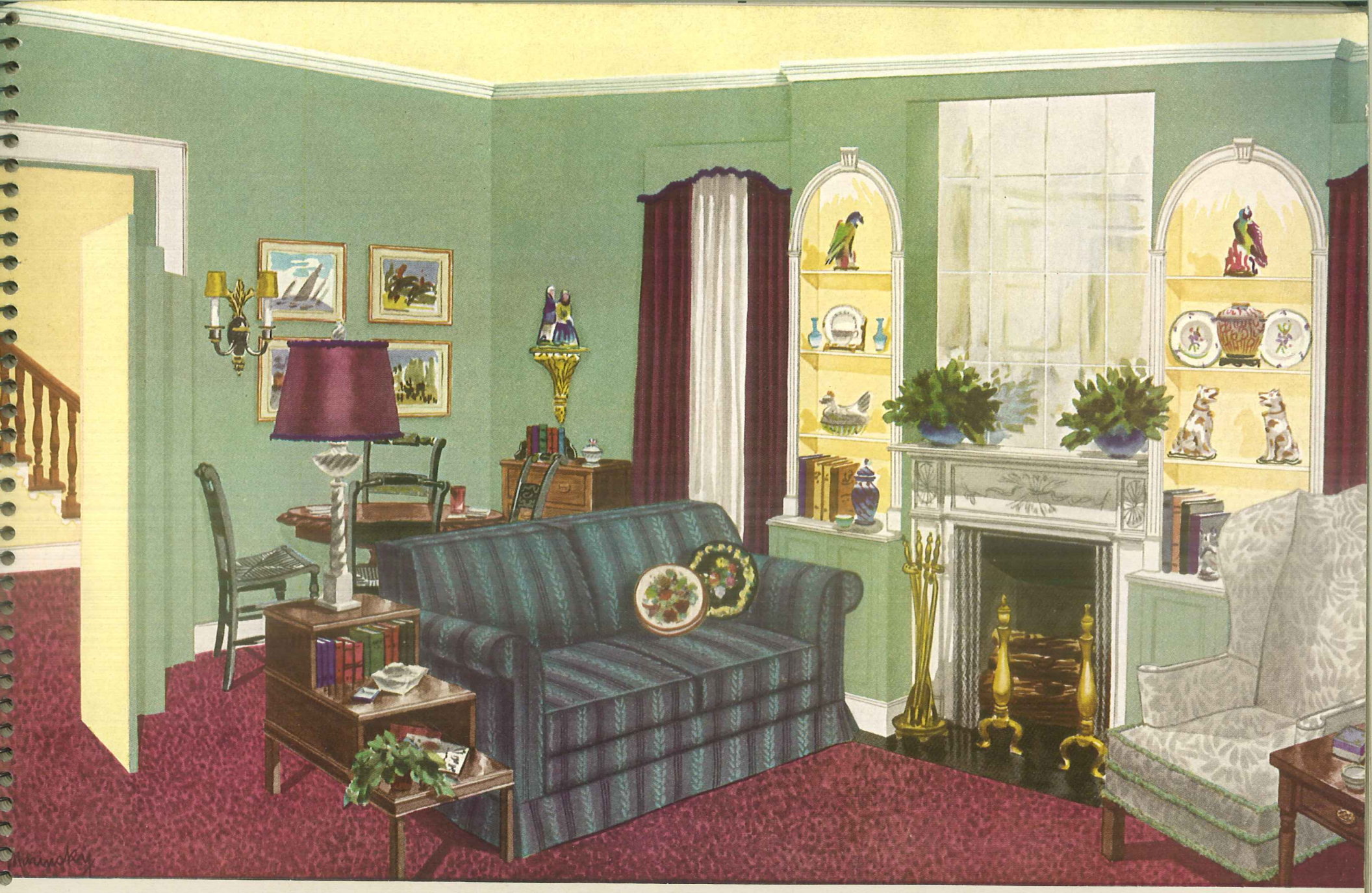
Bedroom for a young girl. Blue walls and woodwork, a white ceiling, a rose carpet, and bright notes of green and white in fabrics create a youthful, gay color scheme for a girl anywhere from eight to eighteen. The green flowered chintz of the spread on the maple four-poster bed is repeated in the window shades, under fluffy white curtains. White and flowered chintz combine to make the dressing table skirt, while the stool cushion introduces a green and white stripe. This is repeated for the cushion on the maple chair and on the gaily-decorated old trunk. A white painted bookcase unit fills one wall, serves a multitude of purposes. It holds books, trophies, photographs, hobby collections; has a special desk section for studying or letter writing; provides a cabinet for phonograph and records.

Color Prescription:

WALLS: Spred Flat Wedgwood Blue, Light.

CEILING: Spred Flat White.

TRIM: Spred Luster Blue Haze.



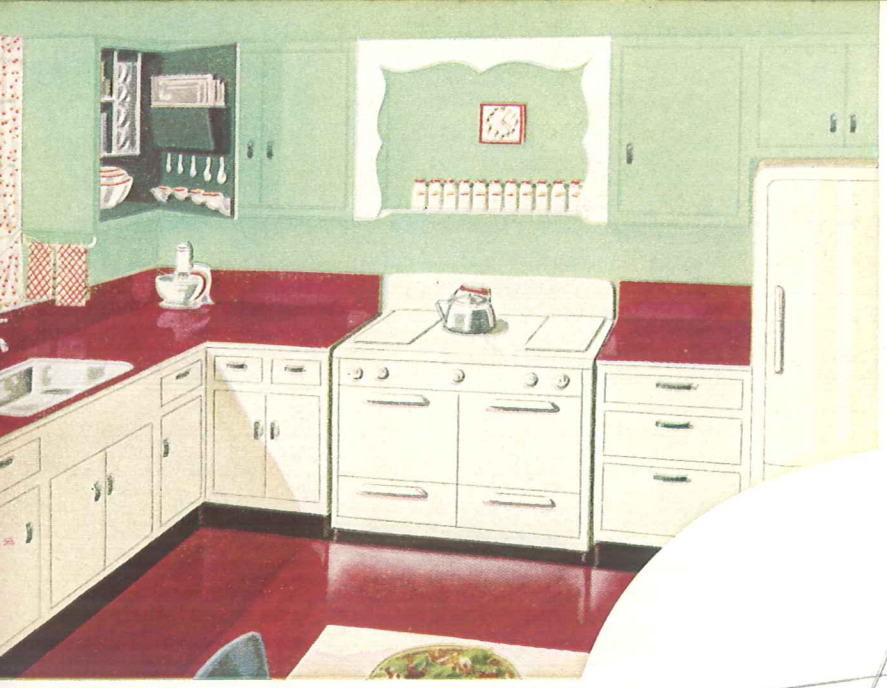
Planned for sprightly conversation, quiet reading, or a convivial game of cards, this living room is rich in color and decorative interest. The green walls and white woodwork create a restful background, contrasting pleasantly with rose carpet. For color interest. the ceiling and the niches on either side of the fireplace are painted yellow, and the draperies of burgundy blend both with walls and carpet. The mirrored overmantel and the bright ornaments in the fireplace niches give sparkle to the scheme. Warm gray for the upholstery of the wing chair introduces a neutral note. Behind the green loveseat, a round table, four chairs and a small storage chest create a game corner. Room lighting is handled indirectly from behind the cornice, and with lamps and a side wall fixture near the game table.

Color Prescription:

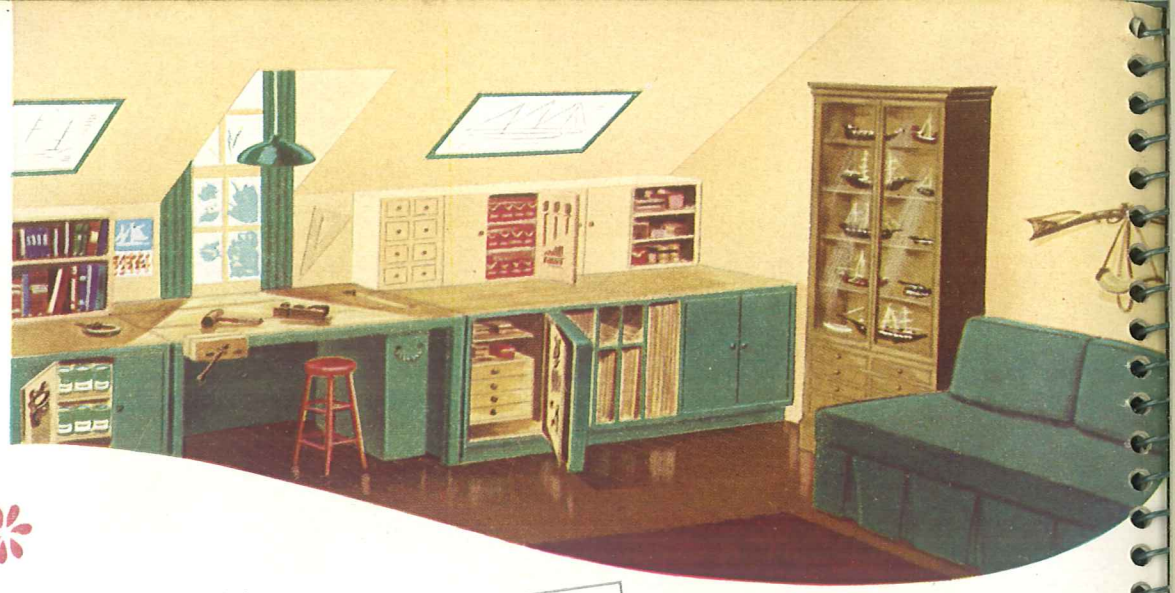
CEILING: Speed-Wall Flat Pale Yellow.

WALLS: Speed-Wall Flat Seacrest Green.

WOODWORK: Japalac Enamel White.



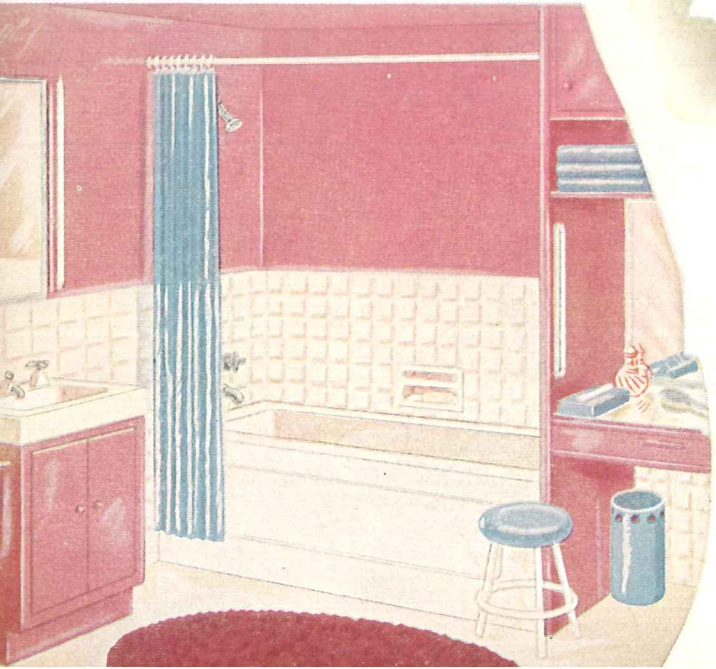
Cheerful Kitchen scheme is green, white and red. The walls, upper cupboards and ceiling are light green, the lower cupboards shining white, with bright green inside. Red and white curtains pick up the red of the floor. *Color Prescription:* Walls, Upper Cupboards and Ceiling: Speed-Wall Semi-Gloss Mint Green. Inside Upper Cupboards: Japalac Enamel Jade Green. Lower Cupboards: Japalac Enamel White. Floor: Red Linoleum.



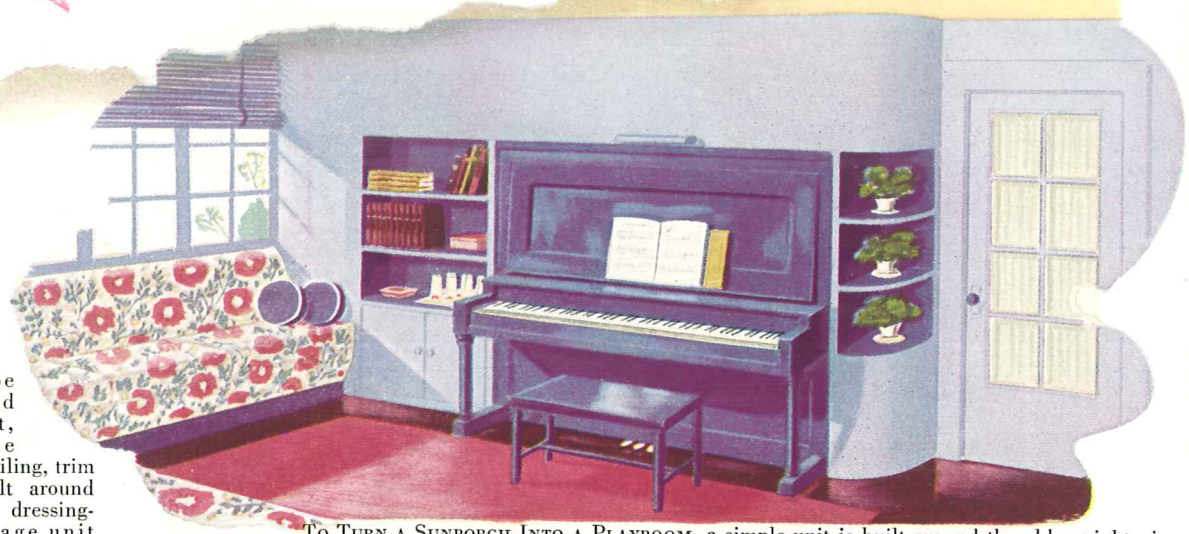
Attic Workshop, to delight the heart of the hobby carpenter, uses neutral wall color as a good working background, vivid green for the storage cabinets below the carpenter's shelf. Good natural and overhead light are important, as is the daybed for catnaps. *Color Prescriptions:* Walls and Cupboards, Work Shelf: Spred Luster Rich Cream. Bottom Cupboards: Japalac Enamel Jade Green. Stool: Japalac Enamel Vermilion. Floor: Florenamel Dark Oak.

MORE COLOR IDEAS FOR . . .

Red Floored Rooms



A Small Bathroom can still be colorful and convenient, with rose walls and ceiling, trim cabinet built around the basin, dressing-table-storage unit built next to tub. *Color Prescription:* Walls and Ceiling: Speed-Wall Semi-Gloss Shadow Rose. Wash Bowl Cupboard: Speed-Wall Semi-Gloss Shadow Rose.



To Turn a Sunporch Into a Playroom, a simple unit is built around the old upright piano, a built-in sofa put under the windows. Light blue paint is used for the walls, bright blue to unify the piano, shelves, sofa kickboard and window blind. The ceiling repeats the cream ground of the chintz. *Color Prescription:* Walls: Spred Luster Blue Haze. Piano, Shelf Lining, Couch, Kickboard and Blind: Japalac Enamel Delphinium. Ceiling: Spred Luster Rich Cream. Floor: Florenamel Tile Red.

GLIDDEN FINISHES THAT GO WELL WITH *Red*-TONED FLOOR COVERINGS

WALL AND CEILING COLORS

For Flat and Semi-Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent use any color below with this code marking (★).

For Flat and Semi-Gloss finishes in this color see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent use any color below with this code marking (O).

For Flat and Semi-Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent use any color below with this code marking (●).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent use any color below with this code marking (●).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent use any color shown below.

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent use any color below with this code marking (□).

For Flat and Semi-Gloss finishes in this color see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent use any color below with this code marking (▲).

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent use any color shown below with this code marking (▲).

For Flat and Semi-Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent choose any color shown below.

For a Flat finish in this color see Page 38; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (X).

For a Flat finish in this color see Page 38; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (X).

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent choose any color below with this code marking (X).

The colors below are available in finishes described on pages indicated under each swatch.

WOODWORK AND TRIM COLORS

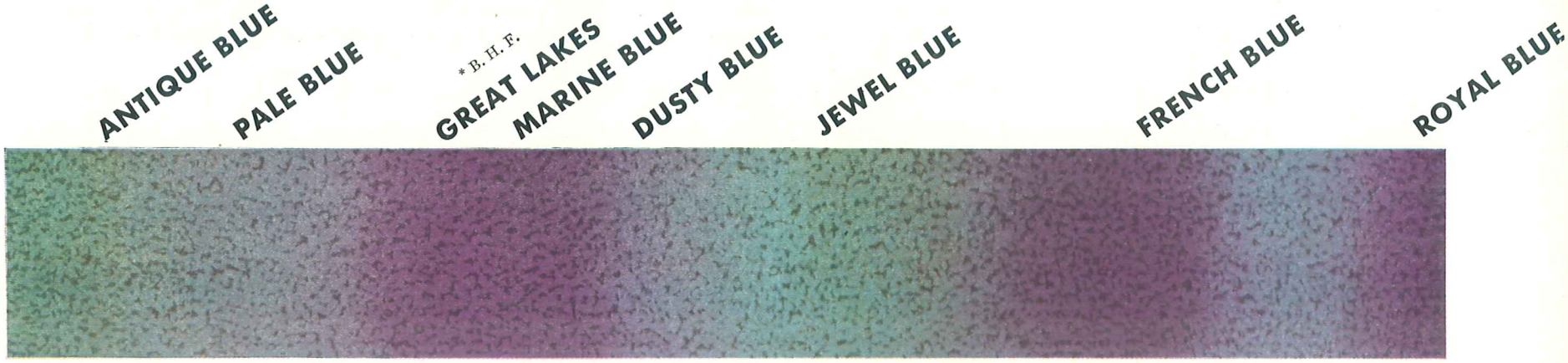
A selection of natural wood finishes, in stains and varnishes, that harmonize with any wall and ceiling color, is shown on page 44.

○●	★○X●□▲	□▲	□▲	★○X●□▲	★○X●	○X	★○X●□▲	★○X	○X	▲
Page 42	Pages 40 & 42	Page 42	Page 42	Page 42	Page 42	Page 42	Page 40	Page 40	Page 42	Page 40

This page reproduces the actual colors as closely as high speed printing permits. For the actual colors and many others including off-shade intermixes, see a color card at your nearest Time-Tested dealer.

If your floor covering is in the BLUE *family*

seven suggested room schemes are shown on the following pages



Popular blue floor colors and names are shown above. The blue family includes true blues, in varying shades, such as light, medium, dark, icy; green-blues such as turquoise, peacock; warm blues.

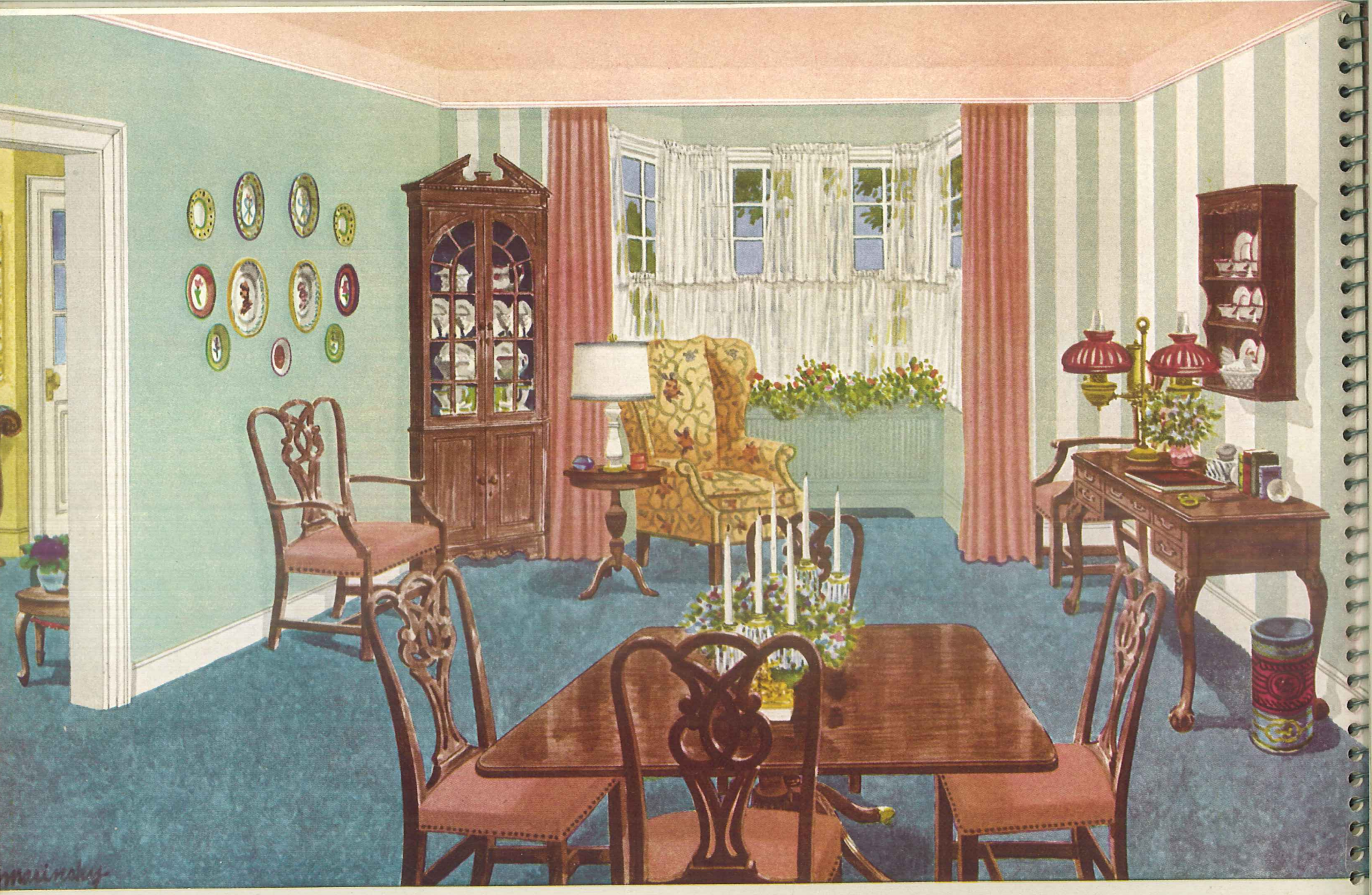
Colonial Kitchen With Modern Efficiency

Cool blue walls, gleaming white woodwork, a spatter-dash painted blue floor invite enjoyment of this kitchen. It is carefully planned not only for efficient and easy preparation of meals, but also with a rest area and an area for dining. The plainness of the uncurtained window above the sink is relieved with plants, right in the sunshine where they thrive. The dividing section between sink area and dining area has sliding doors on both sides, so that dishes may be reached from either side. The sawbuck dining table and benches have white painted legs, scrubbed pine tops for easy cleaning as well as for the appealing color and texture of the natural wood. Counters around the sink are also of natural wood. The mother and daughter rockers are painted white, contrasting with the natural wood of the sideboard. Red and white checked gingham for dining area curtains and ruffled valance adds crispness and color. The dark blue painted floor is spattered with a lighter blue, white and beige (the color of the natural wood.) Three lighting fixtures, Colonial in design, are placed for proper lighting, in the dining area, above the sink, and over the sideboard. Behind the paneled cupboard doors there is plenty of room for storage, for pots and pans, garbage pail, towel racks, groceries.

*B. H. F. means Basic Home Furnishings' colors, a group of coordinated colors for home furnishing merchandise, designated by label in stores throughout the country.

Color Prescription: WALLS and CEILING: Spred Luster Blue Haze. WOODWORK: Spred Luster White. FLOOR: Florenamel Blue spattered with Japalac Enamel Delphinium Blue, Rich Blue, Beige. CHAIRS and TABLE and BENCH LEGS: Ripolin White.

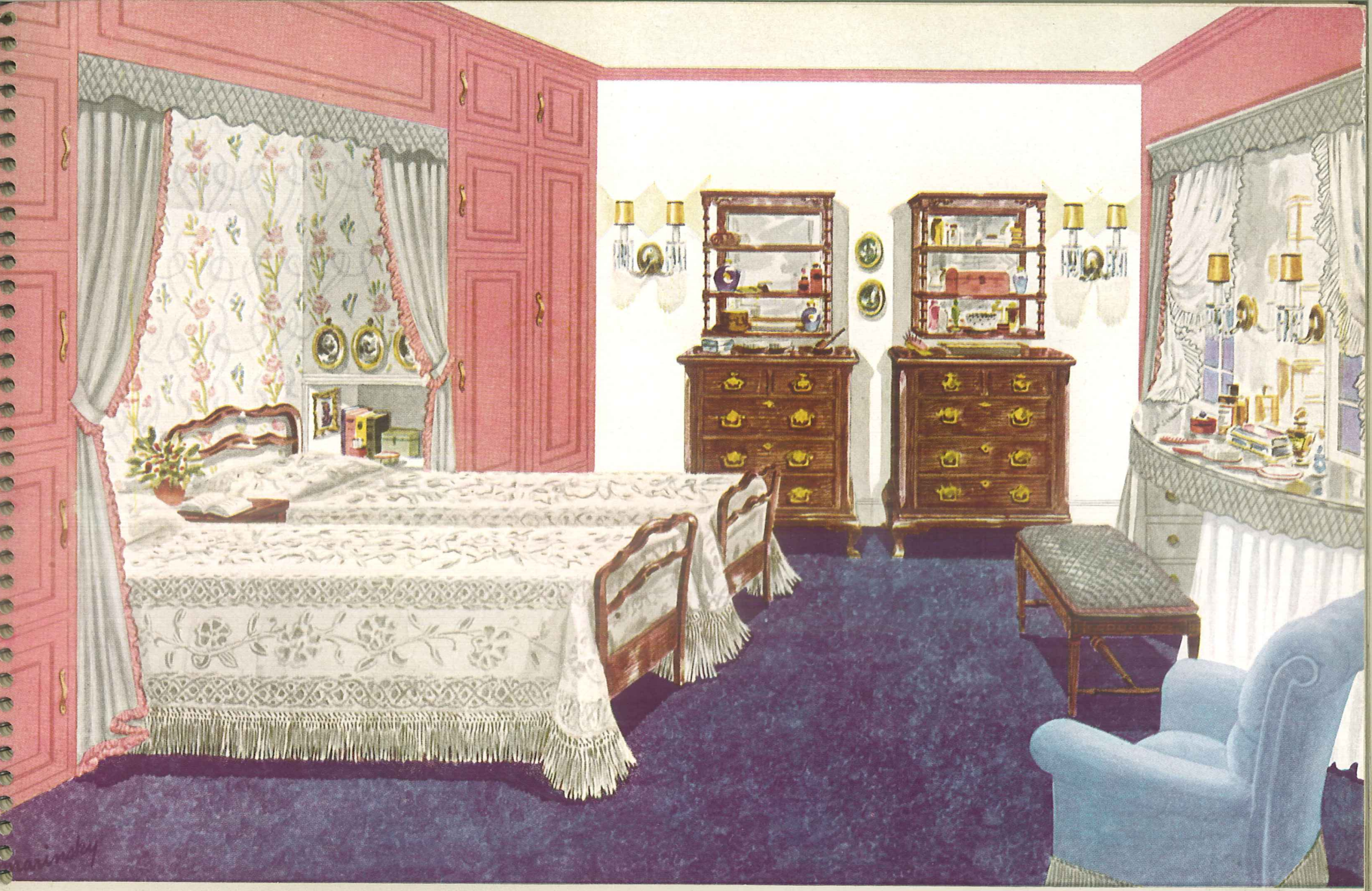
CAKE FLOUR



Dining room where father may read and mother may write letters while the children use the living room. The modern color scheme gives the traditional 18th Century mahogany furniture a smart lift. The blue rug, with a greenish cast, suggested the use of aqua (light greenish-blue) for two walls. The side wall and window wall are painted in a wide stripe of aqua and white. The ceiling is peach.

Rose Glow for the draperies and the chair seats provides a warm contrast. Father's large reading chair is upholstered in a flowered fabric, to introduce pattern. Mother's desk uses one of the dining chairs when needed. A grouping of colorful plates adds interest to the plain wall.

Color Prescription:
WALL: Speed-Wall Flat Aqua Tint.
STRIPE: Speed-Wall Flat White.
CEILING: Spred Flat Peach Bloom.
WOODWORK: Ripolin Enamel White.
RADIATOR COVER: Speed-Wall Semi-Gloss Mint Green.



This master bedroom, designed to make both husband and wife comfortable, combines shadow rose and white for walls and woodwork, with blue carpeting. The unit built around the beds supplies generous closet and storage space, and at the same time provides wall niches by each bed to hold books and incidental items. Above each of the chests of drawers, a hanging shelf offers a much-needed and seldom-found place for odds and ends. The spacious dressing table spans the two windows, has ample drawers, mirror, light. Warm gray curtains trimmed with dusty rose are used to drape the windows and the bed niche. Quilted valances and bench cushion add a decorative note. White candlewick spreads reflect the white background of the wallpaper used inside the bed niche and the one white wall, and white appears again in the dressing table skirt and sheer undercurtains. The upholstered chair is in icy blue.

Color Prescription:

CEILING: Spred Flat Bone White.
END WALL: Spred Flat White.
SIDE WALLS: Speed-Wall Semi-Gloss Shadow Rose.
BASEBOARD ON END WALL: Japalac Enamel White.

MORE COLOR IDEAS FOR...

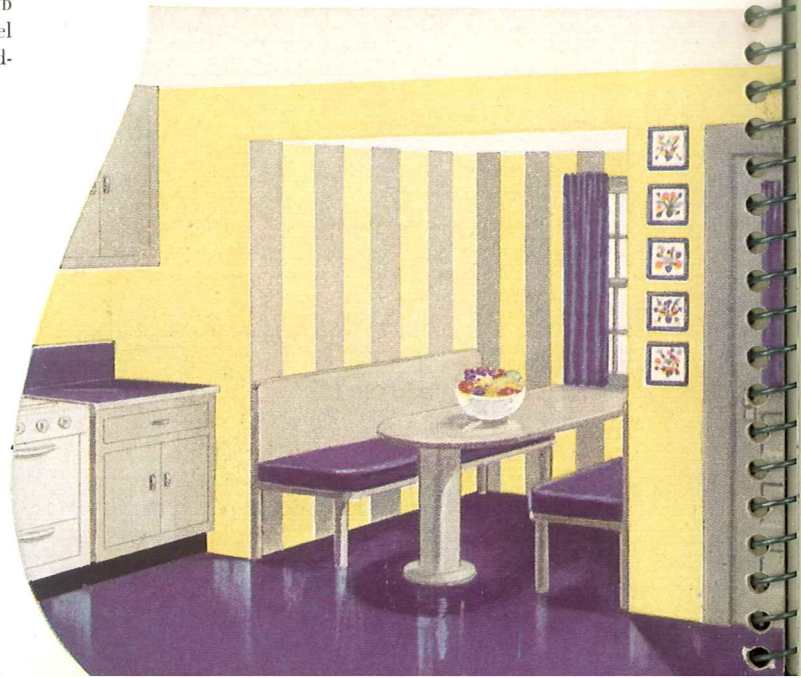
Blue Floored Rooms

NURSERY has contrasting walls of peach and blue, alphabet blocks to decorate the walls. A screen protects baby's crib from draughts, a comfortable chair is provided for mother. Sill-length curtains alternate blue and white panels, storage chests are painted white to match the white of the crib.

Color Prescription: WINDOW WALL: Speed-Wall Semi-Gloss Peach Glow. OTHER WALL: Speed-Wall Semi-Gloss Powder Blue. BED AND CHEST: Japalac Enamel White. CEILING: Speed-Wall Flat White.

IN THIS VICTORIAN ROOM white walls and ceiling provide dramatic background for bold modern colors used to highlight Victorian furniture. This room contains the elements of a one-room apartment, with furniture for sleeping, storage, dining, entertaining. *Color Prescription:* WALLS: Spred Flat White. CEILING: Spred Flat Bone White.

IN THE ATTIC, a room for television, home movies, dancing, or listening to radio or phonograph. A blue-painted border decorates the floor, leaves center free for dancing. Light yellow ceiling provides a cheerful note. Walls are painted a glowing dusty rose. *Color Prescription:* SCREEN WALL: Brown Draperies. CEILING: Speed-Wall Flat Pale Yellow. OTHER WALLS: Speed-Wall Flat Rose Dust. FLOOR: Flor-enamel Blue.



DINING NOOK with blue linoleum floor has walls painted in gray and yellow stripes, gray painted woodwork, blue curtains, dining benches padded and upholstered in dark blue. *Color Prescription:* NOOK WALLS: Striped in Speed-Wall Semi-Gloss Jonquil and Speed-Wall Semi-Gloss Smoketone. WOODWORK: Japalac Enamel Dawn Gray. CEILING: Speed-Wall Flat White. FLOOR: Blue linoleum.

GLIDDEN FINISHES THAT GO WELL WITH *Blue*-TONED FLOOR COVERINGS

WALL AND CEILING COLORS

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (★).

For Flat and Semi-Gloss finishes in this color see Pages 38 and 41. For Woodwork, Trim or Accent choose any color shown below.

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (●).

For Flat and Semi-Gloss finishes in this color see Pages 38 and 41. For Woodwork, Trim or Accent choose any color below with this code marking (△).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent use any color shown below.

For Flat and Semi-Gloss finishes in this color see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (X).

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent use any color below with this code marking (□).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent choose any color shown below.

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent use any color below with this code marking (■).

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41; for Luster finish see Page 39. For Woodwork, Trim or Accent use any Color below with this code marking (O).

For a Flat finish in this color see Pages 38 and 41; for a Semi-Gloss and Gloss finish see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent use any color below with this code marking (▲).

For Gloss and Semi-Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent use any color below with this code marking (▲).

The colors below are available in finishes described on pages indicated under each swatch.

WOODWORK AND TRIM COLORS

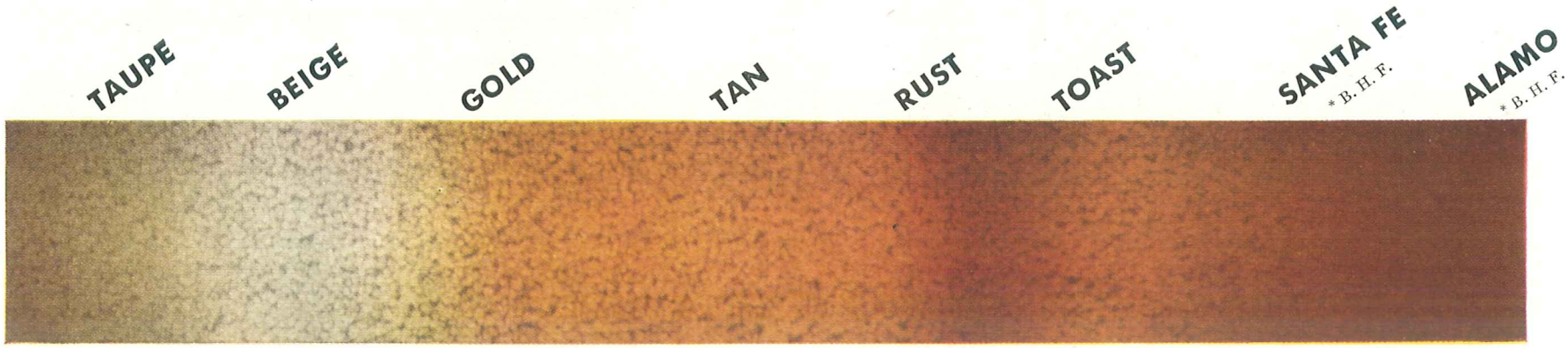
A selection of natural wood finishes, in stains and varnishes, that harmonize with any wall and ceiling color, is shown on page 44.

● △ ■ O ▲	△ X □ ■ O ▲	● △ □ O	★ ● △ X □ ■ O	★ △ ▲	★ ● △ ▲	★ ● △ X □ ■ O	Use with Any Color	★ ● X □ ■ O △	★ ● X □ ■ O ▲	★ ● X □ ■ O ▲
Page 42	Pages 40 & 42	Page 42	Page 42	Page 42	Page 42	Page 40	Page 42	Page 42	Page 40	Page 42

This page reproduces the actual colors as closely as high speed printing permits. For the actual colors and many others including off-shade intermixes, see a color card at your nearest Time-Tested dealer.

If your floor covering is in the BROWN *family*

seven suggested room schemes are shown on the following pages



Popular brown floor colors and names are shown above. The brown family covers a wide range, with red-browns, copper-browns, black-browns, and chocolate-browns in the dark colors, and in the light colors, sand, beige, taupe, tan, gold, and gray.

Brother and Sister Room

John, age five, and his sister Jane, age three, learn to love color and to live neatly in this room designed for their special needs. The upper wall, light and fresh-looking, is painted light ivory; the lower wall, painted a rich blue jade, has depth of color and is dark where little fingermarks are most likely to appear. The robins egg blue of the ceiling casts a friendly glow over the room.

The room is arranged to allow a maximum of floor play space. Along the window wall, a built-in unit has ample storage space for the children's toys, for extra bedding, and features a drop-leg table that folds away when not in use.

For color contrast, the bedspreads introduce coral, solid color for the removable top cover and headboard slipcover. The tailored skirt is coral striped with white. Four small stools, webbed in washable pink plastic, are light and child size. A shaggy rug fills the center of the room, in contrast to the rich brown mahogany painted floor. Adequate lighting is provided in the two bedside lamps, each with its convenient pull, and in the overhead fixture around which a painted white circle, decorated with circus figures, increases light reflection.

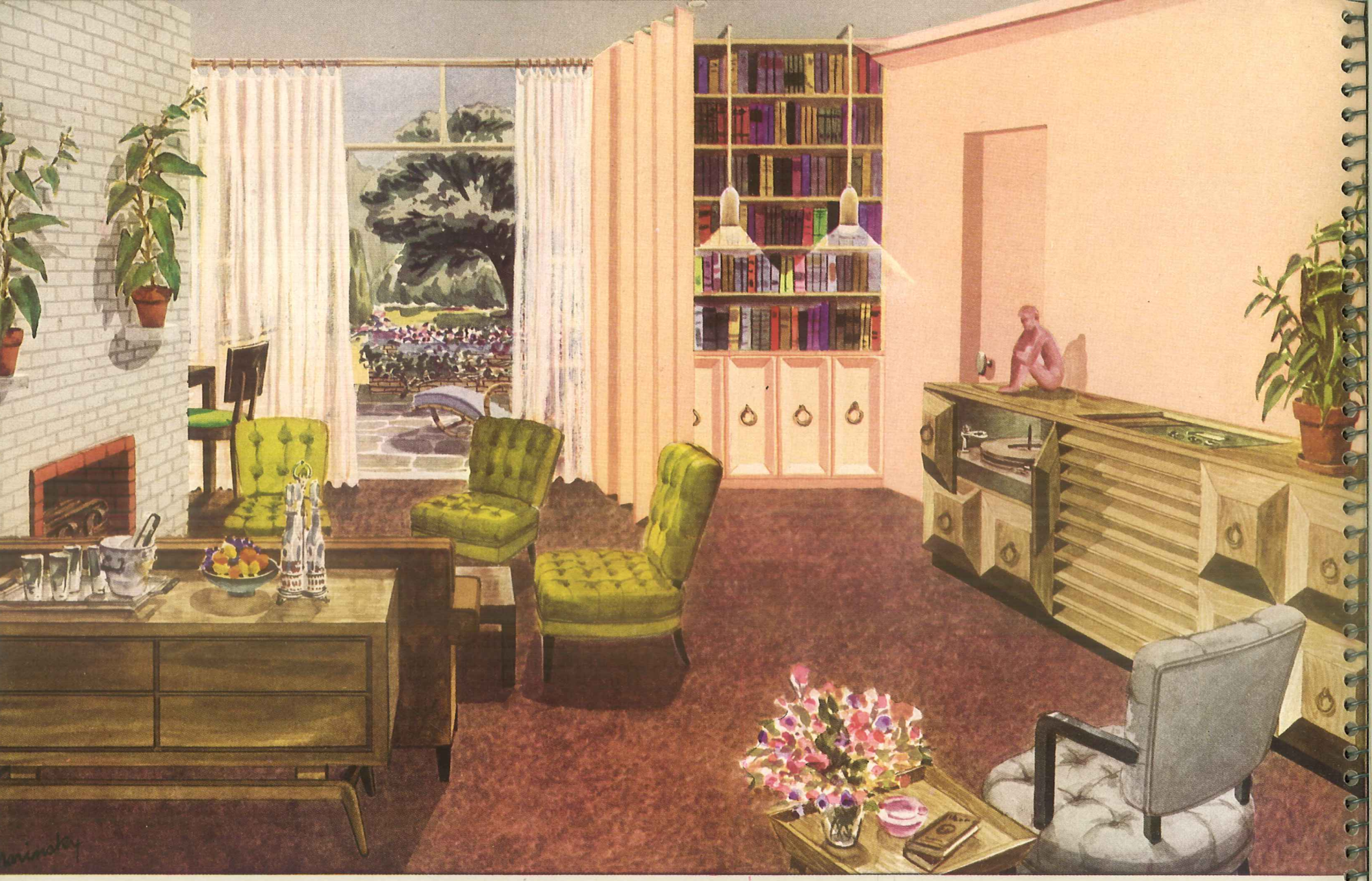
At the windows, sill-length curtains of the coral and white stripe are hung from a coral painted rod, so that they may easily be drawn closed at nap-time or at night.

Specially designed "silent valets" in the form of circus clowns, one at the foot of each bed, invite the careful hanging up of small clothes.

Color Prescription: **UPPER WALL: Spred Flat Light Ivory. LOWER WALL and CABINET: Spred Luster Blue Jade. CEILING: Spred Flat Robins Egg Blue. FLOOR: Florenamel Mahogany. CLOWNS: Japalac Enamel, White, Red, Black. STOOLS: Japalac Enamel, Cream.**

*B. H. F. means Basic Home Furnishings' colors, a group of coordinated colors for home furnishing merchandise designated by label in stores throughout the country.

John
Jane



Modern room for living, vibrant with color, planned for comfort and flexibility. With the brown rug, gray and peach bloom complete the background. The gray is used for the brick fireplace wall, and for the ceiling, and is repeated in the sheer curtains on the window wall, and in the upholstered armchair. The peach bloom is used for the other walls in the room, for the built-in bookcases, for the louvres from ceiling to floor that divide the bookcase area from the rest of the room. For vivid contrast, the chairs around the fireplace are upholstered in chartreuse, and the large sofa is upholstered in deep dark brown. The serving-storage piece backing the sofa is in bleached oak, as is the wall unit that houses combination record-changer, phonograph and radio, plus additional storage space. Ceiling spotlight and dropped spotlights illuminate the books; concealed lighting indirectly lights the room. Around the corner from the fireplace is a dining area, with ebony furniture upholstered in emerald green.

Color Prescription:

WALLS: Spred Flat Peach Bloom.

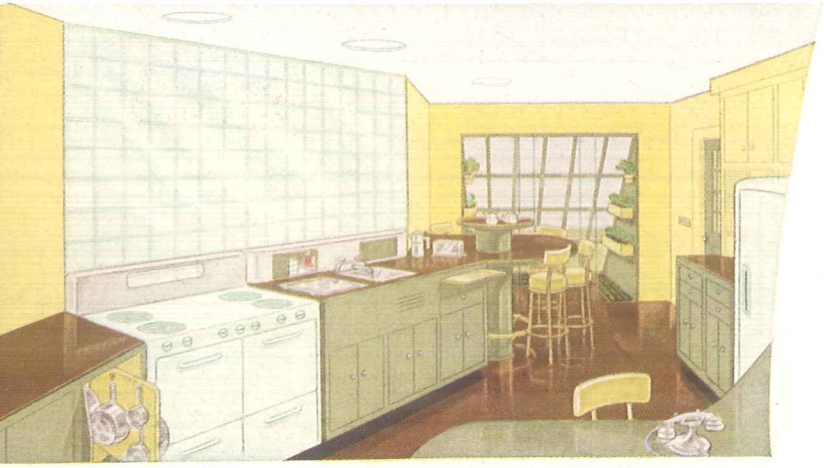
BRICK WALL and CEILING: An intermix of two parts of Spred Flat Wedgwood Blue Light and one part Spred Flat Dusty Rose.

WOODWORK: Spred Luster Soft Peach.

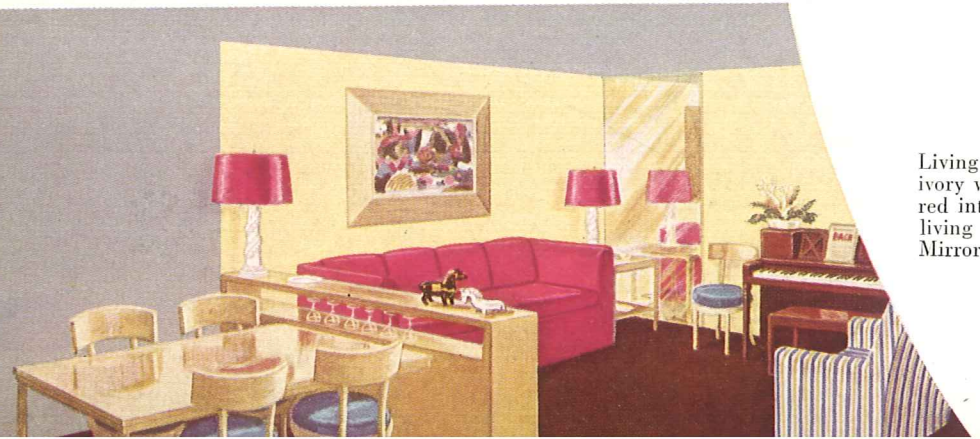
An old bathroom, remodeled and repainted to modernize it, has a brown floor, aqua walls, a white ceiling, and touches of pink in accessories for accent. The dark brown enameled floor has a decorative center motif in sand color, the bricked-in old-fashioned tub is enameled the same color of brown. A splashboard from tub to ceiling is of opaque glass, the shower curtain is pink and white, white tile is used half-way up the wall behind the tub. The old basin is newly cased in a wooden cabinet, enameled aqua. Around the window, cabinets supply lots of storage space and provide a frame for the dressing table shelf. In addition to the overhead light and the lights at the mirror, there is concealed lighting over the dressing table.

Color Prescription:
WALLS: Spred Luster Light Aqua.
CEILING: Spred Luster White.
FLOOR: Florenamel Walnut and Florenamel Sand Gray.

This illustration presents a pleasant bedroom scheme with a brown rug. *Color Prescription:* CEILING: Spred Flat White. WALLS: Spred Flat Robins Egg Blue; *One Wall is papered* with a red or orange figure on Robins Egg Blue background. WOODWORK: Spred Luster Light Aqua.



"Greenhouse" Kitchen with painted brown floor, bright light yellow walls, a white ceiling, and built-in utility units painted clean leaf green to give a light, airy effect. *Color Prescription:* CEILING: Spred Luster White. WALLS AND INTERIORS OF LOWER CUPBOARDS: Spred Luster Sunlight. LOWER CUPBOARDS: Spred Luster Forest Green. FLOOR: Florenamel Walnut.



MORE COLOR IDEAS FOR . . .

Brown Floored Rooms

Living room that also acts as a dining room, with blue and ivory walls, the blue repeated in upholstery fabrics, a warm red introduced in the sofa. Two-way dividing unit between living and dining areas is bookcase on living room side. Mirrored panels flank the piano, giving room a larger look.

Color Prescription: WALLS OF DINETTE AND CEILING OF ENTIRE ROOM: Speed-Wall Flat Chelsea Blue
BASEBOARD IN DINETTE: Speed-Wall Semi-Gloss Blue China
LIVING ROOM WALLS: Speed-Wall Flat Dutch Ivory
BASEBOARD IN LIVING ROOM: Speed-Wall Semi-Gloss Ivory

Inviting entrance hall color planned in rose, beige and chartreuse. The rose walls are warm and soft with the beige rug, the chartreuse upholstery for bench and chair adds a smart accent. One important chest, with mirror above it, fills the back wall.

Color Prescription:
MIRROR WALL AND STAIR WALL: Speed-Wall Flat Rose Dust; DOOR: Speed-Wall Semi-Gloss Shadow Rose; CEILING: Speed-Wall Flat Buhrstone; WOODWORK: Speed-Wall Semi-Gloss Bone White

GLIDDEN FINISHES THAT GO WELL WITH *Brown*-TONED FLOOR COVERINGS

WALL AND CEILING COLORS

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent choose any color below with this code marking (★).

For a Flat finish in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color shown below.

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent choose any color below with this code marking (O).

For Flat finishes in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (■).

For Flat finishes in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color shown below.

For Flat finishes in this color see Pages 38 and 41; for Semi-Gloss and Gloss finishes see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (□).

This color is available in Flat finish. See Page 38. For Woodwork, Trim or Accent choose any color below with this code marking (X).

For Flat and Semi-Gloss finishes in this color see Page 41. For Woodwork, Trim or Accent choose any color shown below.

For a Flat finish in this color see Page 38; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (●).

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color shown below with this code marking (▲).

For Flat, Semi-Gloss and Gloss finishes in this color see Page 41; for a Luster finish see Page 39. For Woodwork, Trim or Accent choose any color below with this code marking (△).

For Flat and Semi-Gloss finishes in this color see Page 41; for a Luster finish see Page 39. For woodwork, Trim or Accent choose any color below with this code marking (△).

WOODWORK AND TRIM COLORS

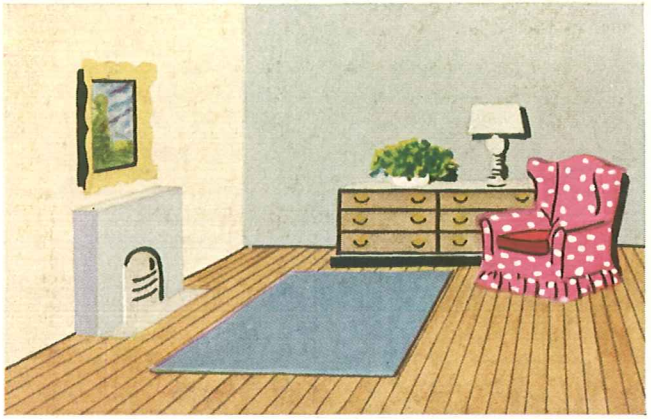
The colors below are available in finishes described on pages indicated under each swatch.

A selection of natural wood finishes, in stains and varnishes, that harmonize with any wall and ceiling color, is shown on page 44.

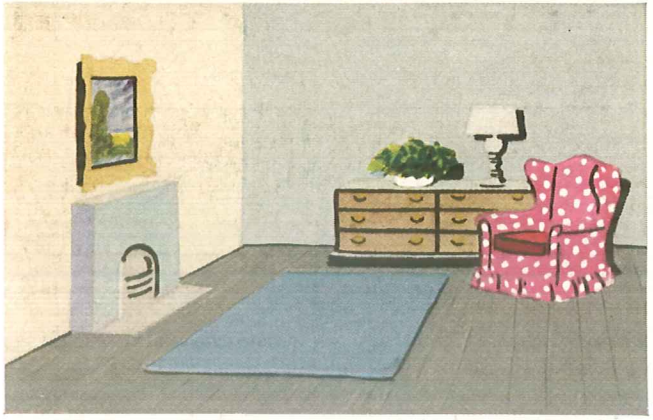
★ O ■ □ ● ▲ △	O ■ □ X ▲ △	Use with Any Color	★ O □ ● ▲ △	Use with Any Color	★ O ■ □ ● △	Use with Any Color	O ■ □ X ● ▲	★ O □ X ▲ △	★ O ■ □ ▲ △	★ O ■ □ ● ▲ △
Page 42	Page 40	Page 42	Page 42	Page 42	Page 42	Pages 40 & 42	Page 42	Pages 40 & 42	Page 42	Page 42

This page reproduces the actual colors as closely as high speed printing permits. For the actual colors and many others including off-shade intermixes, see a color card at your nearest Time-Tested dealer.

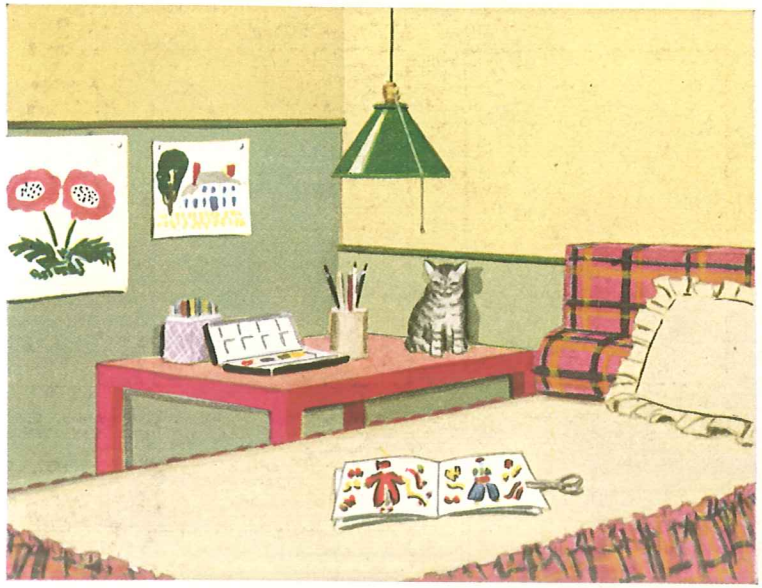
Remodel



If your rug is small, it need not look like a neglected island on the floor. You can paint the entire floor to match the rug, to give the effect of unified floor coverage.

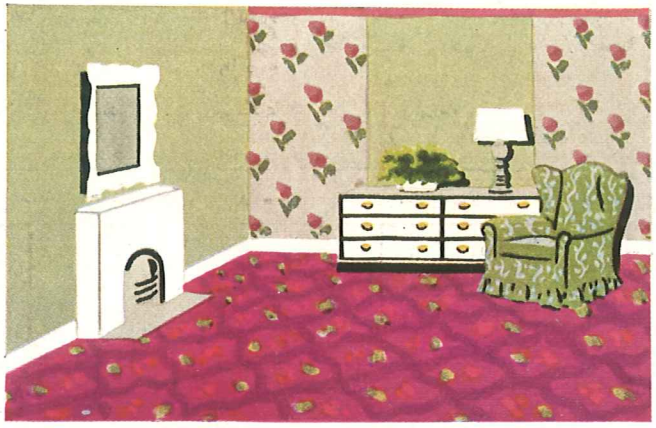


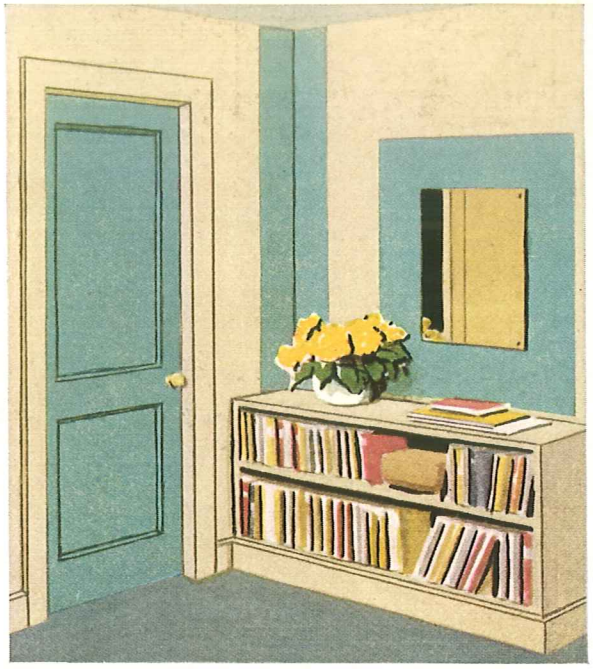
For a child's room, paint the lower wall areas in a darker color than the upper wall. This will help to keep dirt from showing, and the smaller area can be repainted more frequently without having to do the entire room over.



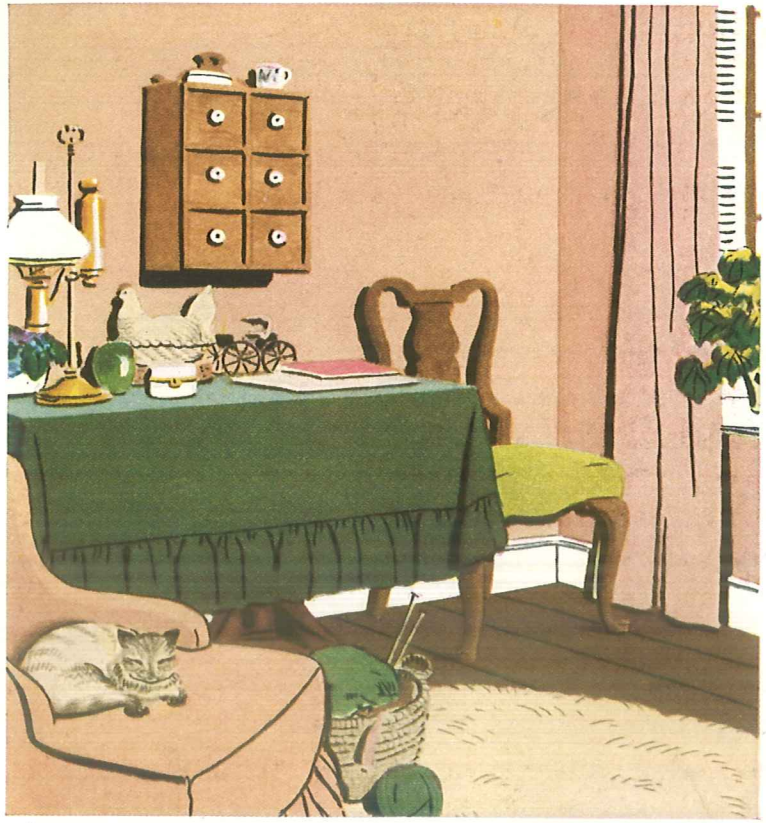
To eliminate too much pattern from a busy-looking room, paint over the wallpaper on one entire wall, paint plain panels to alternate with the paper on another wall.

In the drawing at lower right are three ideas that may be used separately or together: you can add importance to a mirror by framing it in a panel of paint; you can add interest to a room by painting the door a different color from the walls; you can add height to a room by painting in corner "pilasters."

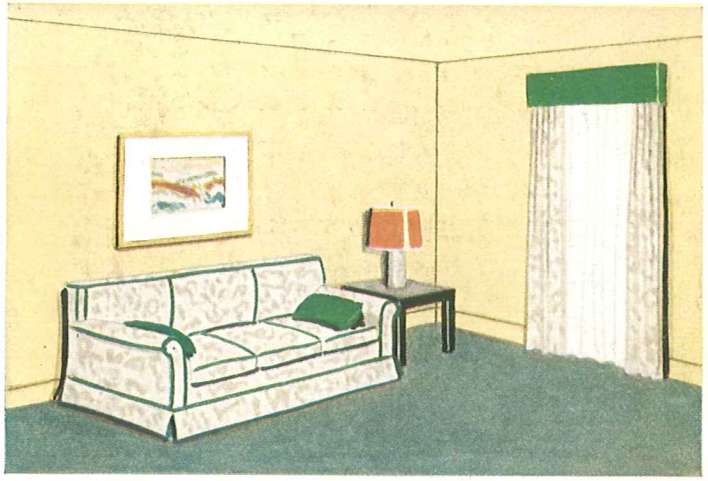


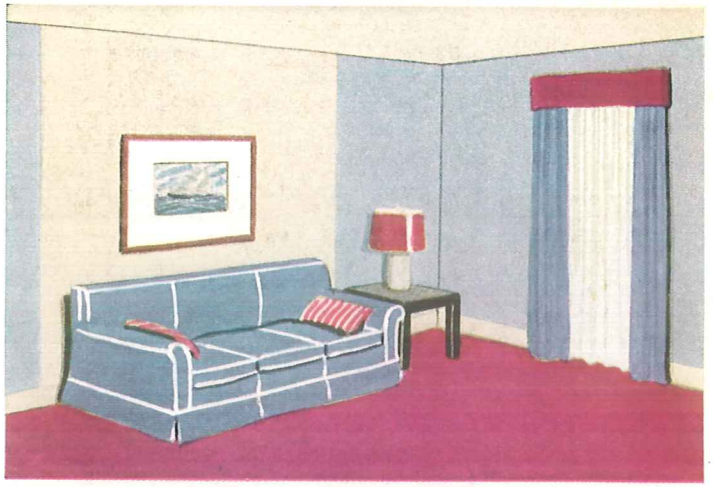


with Paint

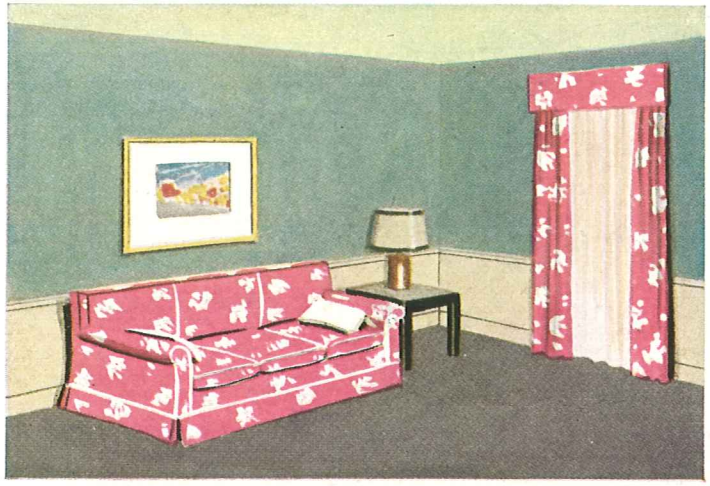


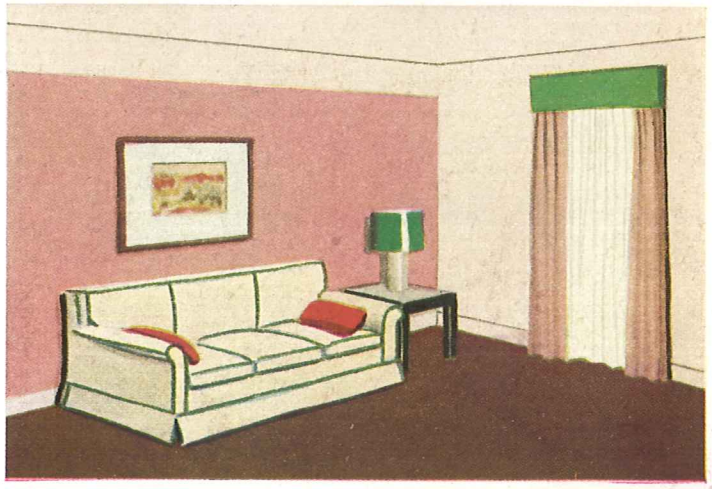
These four drawings show the same room painted to achieve different architectural effects. Top, to make a room look longer and higher, all four walls and ceiling are painted the same light color; Center, to make a room look wider, panels of a color lighter than the walls are matched to the light ceiling; Bottom Left, to make a room look higher, ceiling and dado are painted in lighter tones of the wall color; Bottom Right, to make a room look lower and longer, ceiling is given a dropped effect by painting it and upper side walls to match lighter end walls.





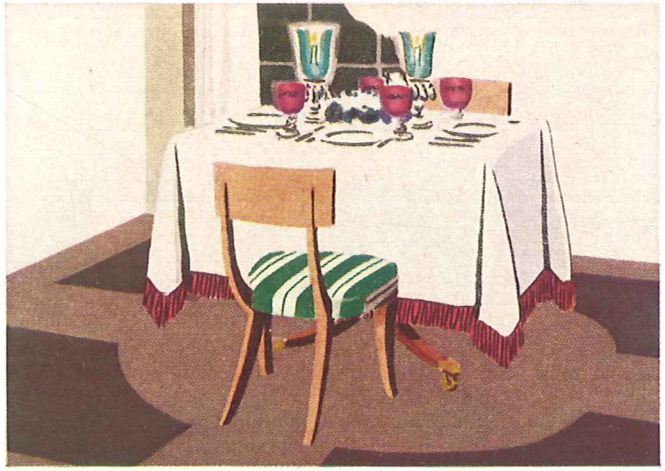
ABOVE. Don't let a busy wallpaper interfere with the effectiveness of charming furniture and accessories. Paint right over it and provide a peaceful background against which your favorite furnishings will show to best advantage. Matching walls and draperies offer a quiet setting to dramatize the glow of accent colors.

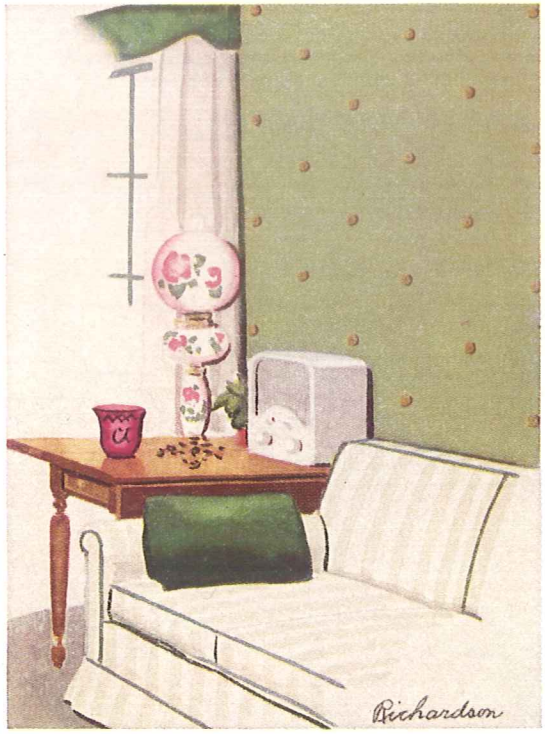




If you like Pattern . . .

- Group decorative plates and platters on the wall.
- Use concentrated groupings of pictures —vary the sizes, the types of frames, the kinds of pictures.
- Add a painted border of scallops and bold dots to the floor of a girl's room or a guest bedroom.
- For larger rooms, make use of large, broad patterns like this "formal garden" design for a dining room.
- Stud a painted wall between two windows with decorative upholstery nailheads (stars, medallions, fleurs-de-lis).



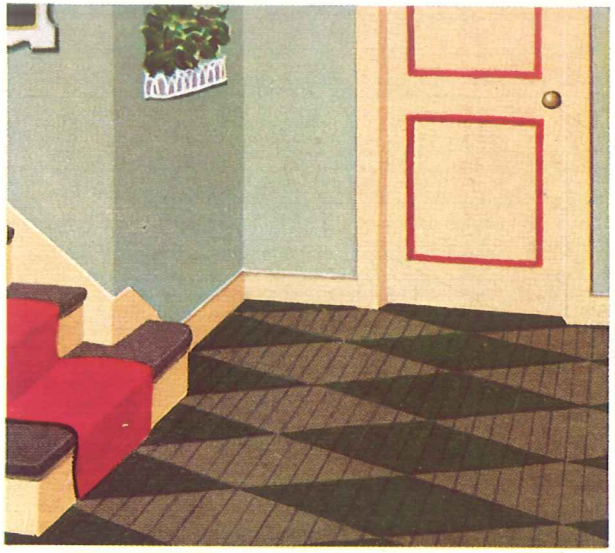


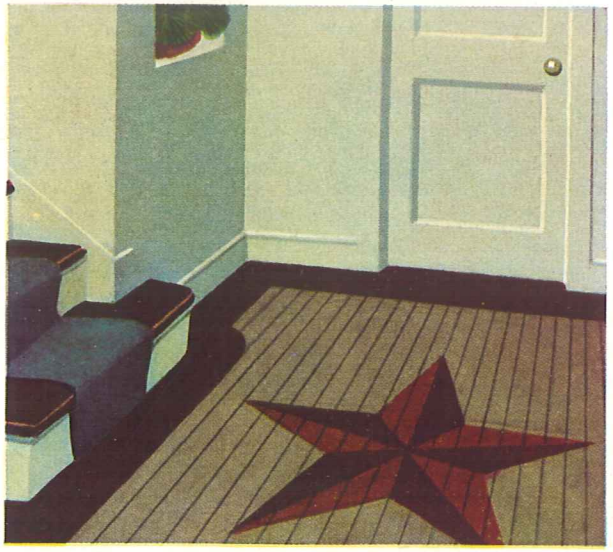
. . . Try These Suggestions

LEFT, dot a painted wall with simple wood brackets, each holding a small decorative figurine.

RIGHT, make the painted kitchen walls gay by applying oilcloth apple cutouts in a random design. Use rubber cement to put them on so they will not steam off.

BELOW, give a colorful and inviting lift to entrance hall floors by painting them with simple but distinguished geometric designs in contrasting colors: diamonds; alternating squares of color; a huge five-pointed star.





Some Guides to the best use of color

The use of color is a very personal thing. Different people react differently to colors, and you are happiest when you are surrounded by colors with which you are personally sympathetic. However, there are certain known facts about color that may guide you in making your choice.

TWO WAYS TO COLOR HARMONY

Harmonious color schemes may be assembled by two different methods! One by using contrasting colors as illustrated in the left-hand picture on this page. Two by using different tones of the same color group as shown in the right-hand picture. Both effects are correct and pleasing. A choice between the two would be a matter of personal preference.

ROOM EXPOSURE

In planning room color schemes, the first important factor to consider is the source of natural light. This should be carefully analyzed, particularly for the ceilings, walls and floors.

Light is absorbed by all the objects in a room and their colors represent the rays of light not absorbed, which are reflected back into our eyes. Every color reflects a certain amount of its tone on the other objects in a room.

A room with a north exposure receives no direct sunlight. It is a shadowed room with reflected light of a cool quality. Therefore, warm colors are recommended such as yellow, gold, peach, orange, cherry, etc.

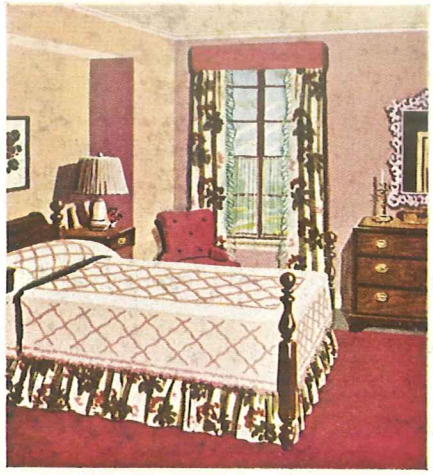
Harmony achieved through the use of contrasting colors.

A room with an east exposure receives a cool light that tends to give colors a harsh look. Neutral colors are recommended such as light gray, ivory, cream, buff, putty and gray tan. Certain warm colors can also be used, especially where windows facing east are small.

Rooms with south exposure, because of the great amount of light and sun which they receive, can best use light and airy tones of cool colors such as green, light blue, blue-green, silver, light orchid, olive, etc.

West exposure rooms generally receive a warm light. Such a room can use cool colors, keeping in mind that all wall and ceiling colors should be in soft neutral tones that will not reflect too much warmth when sunlight enters the room.

The psychological effect of color has been well established. Blue and green are quiet, restful colors. Rose is a cheering color, as is yellow. Rooms in which you want to relax are best done in quiet colors, whereas busy rooms, such as the kitchen, gain from colors that provide a lift to the spirit.



Harmony achieved with different tones of the same color group.

FLOW OF COLOR

While each room in a home is usually treated individually, and frequently with different colors from those used in other rooms, yet there can be and should be a pleasing, harmonious flow of color through the home . . . the different rooms contributing to the overall color effect. One way of achieving color flow is to pick up the wall color of one room and repeat it on the ceiling of an adjoining room.

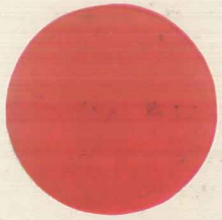
Characteristics of specific colors

The golden age of color is here! The trend toward more color in every phase of life is increasing. Color is everywhere . . .in homes, factories, offices, stores . . . in magazines, newspapers, movies and soon in television. Color is becoming more and more prominent in modern living. But too often the use of color is old-fashioned or in poor balance; we see smart new homes decorated in the style of 1920. Variety, interest, good taste in decorating, and an underlying theme of unity and balance can easily be achieved.

The proper color background can make furnishings more desirable to live with, more attractive and less monotonous. There are definite rules behind all color selections, and years of research and practice have given us sound knowledge which lies behind our recommendations. There is really no mystery in using colors effectively. All it takes is a knowledge of the rules and good colors to work with.

Following is a brief resume of the most prominent characteristics of five principal colors.

RED



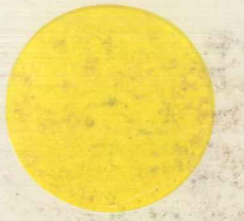
Red is the most powerful of all colors. It is a stimulating color. It symbolizes life and action, cheerfulness and enthusiasm.

It is more often used for accents than for large areas because of its power. A red vase, lamp base, flower pot or other small objects are sufficient to balance larger wall areas of blue-greens and green, which are the opposite of red.

Commonly known color names in the red hue are Cherry, Raspberry, Cardinal, Crimson, Venetian, Holly, Bordeau, Rose and Pink.

Wall colors in this hue are the light Pinks, Cameo, Rose, Peach Blossom, etc. Colors of this type are best suited to north and northeast exposures because of their warmness of tone, and they offset the coldness of these light sources.

YELLOW

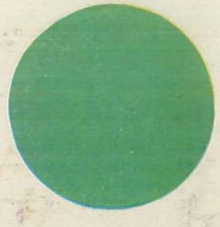


Yellow is the lightest color in the spectrum. It is often referred to as the "sunny" color.

It is said to be preferred by intelligent people. It is stimulating but can be fatiguing to the eye if used too strongly. It combines lightness plus power and under normal conditions it has the greatest visibility. Because of its high light reflectance, it is cheering and is particularly suited to those rooms which get very little sunlight and those with northern exposures. Its opposite is Purple-Blue.

Common color names in this hue are Lemon, Sunflower, Dandelion, Canary, Jonquil, Citron, Sunlight, Primrose, Corn, Golden Rod, etc.

GREEN



Green is probably the most universally liked color of all. It is nature's color, neither exciting nor depressing.

When used on walls, it helps to bring nature indoors. It is a relaxing color and rooms painted in soft pastel green shades appear more spacious. It is particularly suited to those rooms which are exposed to the south, because it suggests a cool, peaceful and refreshing atmosphere. Today green is one of the most commonly used colors in hospitals.

There is a wide range of green names. Some of the more common ones are Mint, Meadow, Spruce, Jade, Apple, Emerald, Olive, Fern, Pea, Sea, Lettuce, etc. Its opposite is Red-Purple.

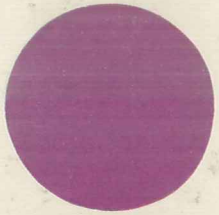
BLUE

Blue is the color preferred by most men. It is called the spiritual color. Associated with the deep blue of water and the light blue of the sky, it suggests coolness.

Because of its receding nature, we find it a particularly good choice for small rooms as it has a tendency to make the room appear larger.

Judicious use of its complement Yellow-Red (colors in this hue may be Copper, Peach, Terra Cotta, Orange, etc.) will tend to relieve the subduing effect of Blue. A room decorated entirely in Blue would give the occupants, if exposed to its influence for any length of time, a very depressed outlook.

PURPLE



Purple is a dignified color. It has a soft, cool atmospheric quality.

Because it originally was costly to manufacture, it was more or less reserved for royalty, and even now we consider it reserved, dignified and regal in character. Its practical uses are limited. It suggests certain liqueurs but is seldom identified with foods.

Some color names in the Purple hue are Magenta, Fuchsia, Amaranth, Orchid, Hollyhock, Heliotrope, Phlox, Catawba, etc.

Why **GLIDDEN** Leads in color

GLIDDEN COLORS ARE PREFERRED . . .

Glidden colors are preferred both by homemakers and color authorities.

Homemakers prefer them because they are easy to use. They *belong* in homes of today because they are styled to go well with today's floor coverings, fabrics, draperies and other home furnishings.

An opinion poll on wall finish colors among 178 leading decorators in 10 of America's style centers showed a 3 to 1 preference for Glidden colors. These decorators felt that the comparison showed Glidden colors to have more clarity, richness, body and real character than the others.

GLIDDEN COLORS ARE SUPERIOR . . .

It is not surprising that leading decorators expressed an overwhelming 3 to 1 preference for Glidden colors. For Glidden colors are based on exhaustive research both in the field and in the laboratory. Hundreds of experts—professionals in the fields of decoration and home furnishings—are consulted. Color trends are studied. In effect Glidden colors are *styled* by leading decorators in America's style centers.

Laboratory research is also an important factor in Glidden's color leadership. The Glidden color laboratory, established back in 1930, was the first of its kind in paint history. In this laboratory Glidden colors are scientifically formulated by the most exhaustive and accurate system of color selection ever developed. Consequently when a color is finally chosen for the Glidden line, you can be sure that it is practical and correct from every standpoint.

can make your home *More Beautiful*

On the following pages are shown the various Glidden products which are available to make your home brighter, happier and more *livable*.

For Beautiful Walls
of Rich Suede-like Texture
Glidden SPRED Flat Finish

SPRED Flat-Finish is the famous oil emulsion paint—an improved oil-based formulation that mixes with water . . . made possible by an exclusive Glidden soy bean development, "Alpha" Protein.*

SPRED Features

- One coat covers most surfaces including wallpaper.
- Easy to apply with brush or roller.
- Durable and washable—easily cleaned with wallpaper cleaners.
- No unpleasant "painty" odor.
- Dries in 30 minutes.
- One gallon mixed with 2 quarts of water makes 6 quarts of paint—enough for an average 10′ x 14′ room.
- Colors preferred 3 to 1 by leading decorators in a national opinion poll on wall paint colors.
- Brushes and spatters easily cleaned.
- Guaranteed by Good Housekeeping.

*Trademark Registered

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

SPRED-Flat has been tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently high quality.

NOTE: ***Colors on this page are reproduced as faithfully as high speed printing permits. For actual colors and good combinations ask your Glidden dealer for a Color Card and Harmony Chart.***

SPRED-Flat Colors

CANARY

PEACH BLOOM

WHITE

LIGHT IVORY

WEDGWOOD BLUE LT.

CREAM

ROBINS EGG BLUE

BONE WHITE

FOAM GREEN

PEACOCK BLUE

DUSTY ROSE

ANTIQUE GREEN

For Walls of *Gleaming, Lustrous, Smoothness*

Glidden SPRED *Luster*

SPRED-Luster is the revolutionary new type wall finish . . . a high oil-content product that mixes with water . . . the first water-mix *enamel* in history.

SPRED-Luster Features

- Excellent for bathroom and kitchen walls . . . also woodwork.
- Washes like a China Plate . . . very durable.
- Goes on like magic . . . cuts painting time *in HALF.*
- Practically *no* odor.
- Goes on over almost any surface including wallpaper.
- One gallon mixed with 1 quart of water makes over 5 quarts of enamel—enough for an average size room.
- Colors preferred 3 to 1 by leading decorators in a national opinion poll on wall paint colors.
- Brushes and spatters easily cleaned.
- Guaranteed by Good Housekeeping.

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

SPRED-Luster has been tested and approved by "Time Tested" Laboratories for dependable service, uniformity of color and consistently high quality.

NOTE: ***Colors on this page are reproduced as faithfully as high speed printing permits. For actual colors and good combinations ask your Glidden dealer for a Color Card and Harmony Chart.***

SPRED-Luster Colors

The World's Standard of Excellence in Enamel Glidden RIPOLIN

The original Holland enamel RIPOLIN has been used in the finest homes, buildings and famous structures that are the pride of the greatest European and American decorating craftsmen. Glidden now makes this superb, ultra enamel available to discriminating homemakers who require the *best*.

RIPOLIN Features

- Produces a hard, lustrous surface like fine porcelain.
- Excellent for doors, trim, wooden and metal furniture, refrigerators, wood and metal cabinets, bicycles, automobiles, canoes, yachts (Ripolin is used almost universally on the world's finest racing yachts). In fact RIPOLIN can even be used outside for porches and home exteriors.
- One stroke covers. A little RIPOLIN goes a long way—so that, while it costs somewhat more than ordinary enamels, RIPOLIN is actually more economical because it goes farther.
- Flows beautifully from the brush.
- Extremely durable. Wears for years and years.
- Contains specially selected pigments and the finest synthetic resins available.

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

RIPOLIN has been tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently high quality.

NOTE: ***Colors on this page are reproduced as faithfully as high speed printing permits. For actual colors and good combinations ask your Glidden dealer for a Color Card and Harmony Chart.***

RIPOLIN Colors

GREEN ONYX

IVORY BLUSH

OCEAN SPRAY

RICH CREAM

CORAL

PEACH GLAZE

REGAL BLUE

BONE WHITE

LIGHT WEDGWOOD BLUE

☆

SUNLIGHT YELLOW

ALSO MADE IN WHITE

☆

Modern Wall Beauty
in Flat, Semi-Gloss and Gloss Finishes
Glidden SPEED-WALL

SPEED-WALL Finishes provide traditionally fine quality with modern beauty for today's decorating requirements. Three sheens in identical or related colors afford the invaluable combination of functional variety in surface texture with complete color harmony.

SPEED-WALL Features

SPEED-WALL Flat. A high-quality oil finish that provides a soft velvet-looking finish. Excellent for bedrooms, living rooms and dining rooms. Highly durable. Easily cleaned or washed. Self-leveling action eliminates brush marks.

SPEED-WALL Semi-Gloss. Provides a rich, eggshell finish with a tough surface that can be washed clean many times. Excellent for kitchens, walls; gives a desirable rubbed effect on woodwork, furniture and odd pieces.

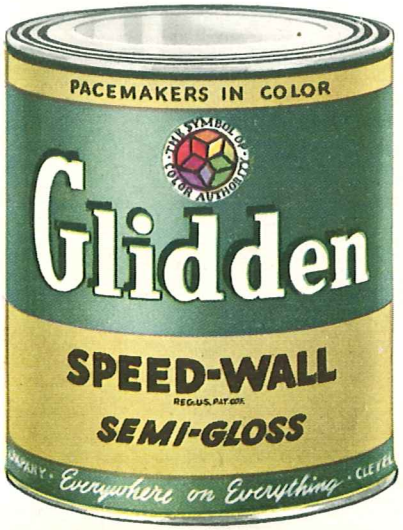
SPEED-WALL Gloss. Provides a smooth, lustrous surface that stands up under repeated washings. Excellent for bathrooms, kitchens, pantries, hallways, walls and woodwork. Gives long-lasting beauty on surfaces subjected to unusual wear. Withstands moisture and will not discolor.

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

SPEED-WALL Finishes have been tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently high quality.

NOTE: ***Colors on this page are reproduced as faithfully as high speed printing permits. For actual colors and good combinations ask your Glidden dealer for a Color Card and Harmony Chart.***

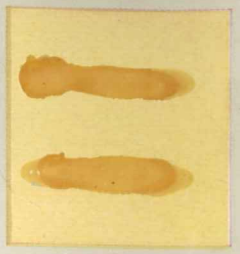


SPEED-WALL Colors

S indicates color name for Semi-Gloss Finish; G—Gloss Finish; F—Flat Finish

F—Pale Yellow
S—Jonquil
G—Sun Glow

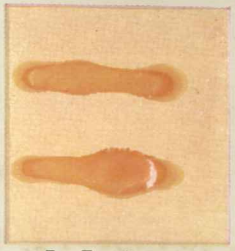
F—Beach Gray
S—Smoketone
Not available in Gloss



F—Devonshire Cream
S—Rich Cream
G—Cashew Cream

F—Dutch Ivory
S—Ivory
G—Warm Ivory

F—Aqua Tint
S—Ocean Spray
G—Pool Green



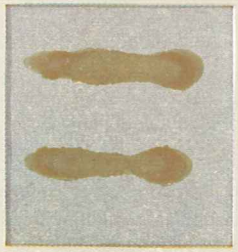
F—Tea Rose
S—Peach Glow
G—Coral Pink

F—Blue Pastel
S—Powder Blue
G—Dresden Blue

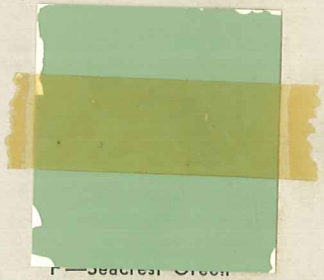
F—Rose Dust
S—Shadow Rose
Not available in Gloss

F—Mist Green
S—Mint Green
G—Onyx Green

F—Dusty Blue
S—Cloud Blue
Not available in Gloss



F—Chelsea Blue
S—Blue China
Not available in Gloss



F—Seacrest Green
S—Leaf Green
Not available in Gloss

SPEED-WALL Finishes are also available in Bone White and White

A Quick-Drying Enamel for Interior and Exterior Use

The NEW Glidden JAPALAC

Used by Americans since 1898, JAPALAC has earned an enviable reputation as an interior enamel of outstanding quality—the magic name in painting! Now Glidden offers a new and improved JAPALAC for *exterior* as well as interior use.

JAPALAC Features

- Provides a rich, high-gloss finish.
- Excellent for doors, wood trim, furniture, swings, refrigerators, washing machines, wood and metal cabinets, toys . . . practically all wood and metal surfaces.
- Flows, spreads and brushes out quickly and easily. Levels smoothly, leaving no brush marks.
- Elastic non-chi[illegible] film.
- Covers in [illegible] coat.
- Dries quickly.
- Extremely durable. Resists heat and water. Can be washed, scrubbed, exposed to the weather and still look new for a long time.

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

JAPALAC Enamel has been thoroughly tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently fine quality.

NOTE: ***Colors on this page are reproduced as faithfully as high speed printing permits. For actual colors and good combinations ask your Glidden dealer for a Color Card and Harmony Chart.***

JAPALAC Colors

CREAM

BEIGE

LIGHT IVORY

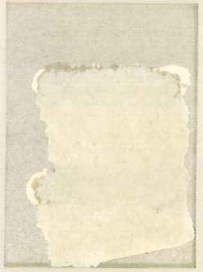
DUSTY ROSE

BUD GREEN

JADE GREEN

DELPHINIUM

CERAMIC BLUE

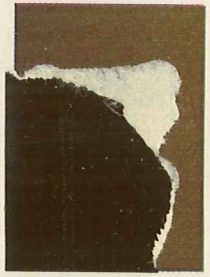

DAWN GRAY

PEACH

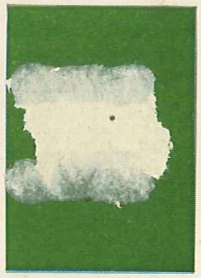
GOLDEN YELLOW

ORANGE

VERMILION


WALNUT BROWN

RICH BLUE


EMPIRE GREEN

JAPALAC is also available in White, Flat White and Brilliant Black.

An Interior and Exterior Floor Finish of Great Sturdiness and Beauty

Glidden FLORENAMEL

A sensational and new type of product not to be compared with any previous floor enamels. Glidden FLORENAMEL is not only a true enamel but one that has been greatly improved to withstand the hardest of exterior, as well as interior use, over long periods of time. It is the finest floor enamel Glidden has ever made.

FLORENAMEL Features

- Excellent for exterior porches, decks and concrete floors as well as interior floors, walls, dadoes, trim and furniture.
- Outwears prewar floor enamels 3 to 1.
- Repeated washing with cleaning compounds will not harm its durability, luster or appearance.
- Has withstood rigid weathering tests for over a year with no color change and little loss in toughness and elasticity.
- Flows and brushes with unequaled ease and freedom.
- Dries hard and tough in eight hours.

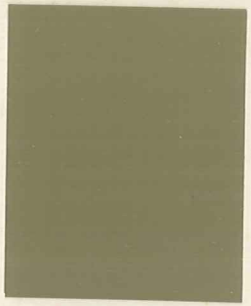
TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

FLORENAMEL has been thoroughly tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently fine quality.

NOTE: ***Colors on this page are reproduced as faithfully as high speed printing permits. For actual colors and good combinations ask your Glidden dealer for a Color Card and Harmony Chart.***

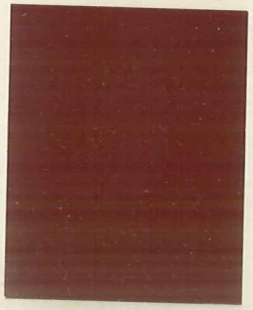
FLORENAMEL Colors


SAND GRAY

DECK GRAY

WARM GRAY

BLUE


TILE RED

DARK OAK

WALNUT

TILE GREEN

MAHOGANY

LIGHT OAK
ALSO MADE IN BLACK

Wood Finishes of Enduring Charm

Glidden STAINS and VARNISHES

There is a warmth and richness in fine wood that has become a part of the American tradition. The products shown on this page provide a variety of finishes to suit individual tastes and requirements in enhancing and preserving the natural beauty of wood.

ENDURANCE WOOD STAINS

To produce beautiful finishes for interior floors, woodwork, doors and furniture, Endurance Wood Stains have been formulated. They intensify the natural beauty of all unfinished interior woods by producing interesting highlights which result from the varying porosity of the grain. Eight basic colors are shown at the right. From these a wide range of color-tone effects may be secured by reducing these colors with pure spirits of turpentine, and by intermixing two or more of the colors in varying proportions. For the final finish use a Glidden Varnish suited to the purpose.

JAPALAC VARNISH STAINS

These beautiful stains serve a double purpose. They provide a rich color and also a durable varnish finish. With Japalac Varnish Stain it takes but one easy operation to preserve and bring out the beauty of any wood. Dries in four hours, leaving a surface of high luster and great durability. Available in these four colors.

★ Light Oak
▲ Dark Oak
● Walnut
■ Mahogany

See colors identified with these symbols in Color Chart at right.

GLIDDEN VARNISHES

GLIDDENSPAR. An extra durable varnish for exterior or interior use. Withstands alcohol stains, hot water and hot dishes. Excellent for front doors, porch ceilings, window sills, drainboards, porch furniture.

RAPIDCOTE. A tough, durable, wear-resisting finish for interior woodwork and furniture. Dries in four hours.

FLOORETTE. A floor varnish that can take it. Hard-drying, tough, abrasive, resistant. Waterproof. Will not scratch white.

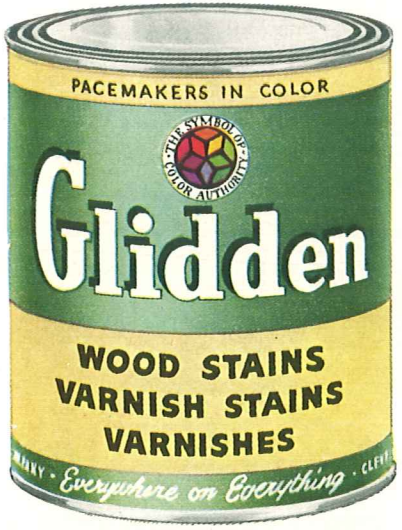
LIKARUB. A wood varnish that produces a beautiful satiny, rubbed effect, free from all cloudiness. Recommended for radio cabinets, furniture and other woodwork in the home.

WEARETTE. A high-grade wood varnish that can be rubbed to a dull eggshell finish or polished to a deep, rich, glossy finish. Excellent for such woodwork as doors, door frames, pianos and furniture.

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

A Glidden Time-Tested Product

Glidden wood stains and varnishes have been tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently fine quality.



STAIN and VARNISH Colors

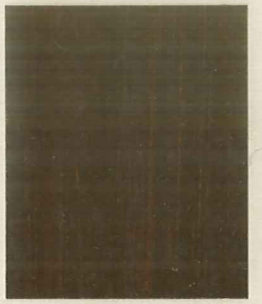
All colors shown below are available in Endurance Wood Stains. Those marked with symbols (★▲●■) are also available in Japalac Varnish Stains under different color names. See section on Japalac Varnish Stains.

★ LIGHT GOLDEN OAK

▲ DARK GOLDEN OAK

MAPLE

● WALNUT



MISSION OAK

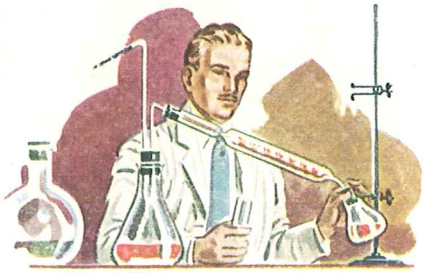
LIGHT MAHOGANY

■ DARK MAHOGANY

BROWN MAHOGANY

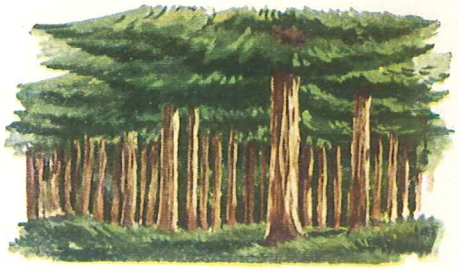
WHY GLIDDEN PAINTS

are the **FINEST** *money can buy!*



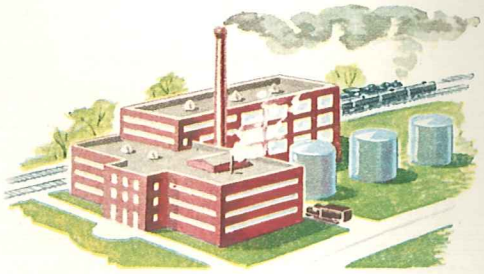
RESEARCH

Twenty-six research laboratories are maintained by Glidden in strategic locations throughout the nation. From these laboratories many trail-blazing advancements in paint have been born. And this research is the reason why Glidden is recognized as the Pacemaker In Paints.



MATERIALS

When you buy Glidden paints you can always depend on uniform, unvarying quality. One reason is that Glidden produces vast quantities of its more important raw materials. These include chemicals, pigments, lead, oils, proteins, turpentine and resins.



MANUFACTURE

To provide the finest paint products obtainable at the lowest possible prices, Glidden has the most modern and efficient paint manufacturing equipment. Add to that the experience of Glidden's world-famous paint engineers and production experts and the result is the finest paint that money can buy.

TO PROTECT AND BEAUTIFY YOUR HOME

Outstanding for home exteriors, Glidden Endurance House Paint is well named. Due to a marvelous self-cleaning property, its brightness lasts for years. Its full-bodied film of carefully selected pigments and oils has unusual elasticity which provides remarkable resistance to extremes of intense sunlight, blistering heat, zero temperatures and salt spray. Famous for its easy-brushing, greater-coverage and superior hiding qualities, Endurance House Paint chalks gradually and uniformly to provide lasting brightness and an ideal surface for repainting.

THE GLIDDEN COMPANY • CLEVELAND, OHIO

Pacemaker in Paints

HANDY HELPERS to keep your home spic and span

Keeping a house looking its smart, well-groomed best is the aim of every conscientious homemaker. But increasing demands on time, together with scarcity of help, make this more difficult than ever to accomplish. To simplify the problem of keeping *your* home spic and span, these handy helpers are offered.

A WATERLESS CLEANSER FOR PAINTED SURFACES (Slick Cleaner)

A waterless type cleaner for any painted, enameled or varnished surface. Cleans rugs and carpets, too, and is an excellent hand cleaner, harmless to the skin. Removes all dirt, grease and scum easily, quickly, efficiently.

FOR FILLING AND REPAIRING CRACKS (SPRED Plastic Surfacer)

An improved product for filling cracks and checks in walls and other painted surfaces or any place where patching plaster was formerly used. Is superior to patching plaster because it works easily, stays open longer and adheres better. Easily applied with knife, small trowel or putty knife.

FOR CLEANING AND BRIGHTENING METAL (Glidden METAL POLISH)

An excellent polish for all metal surfaces including the chromium on automobiles. Differs from most metal polishes in that it contains a special oil which deposits a light film on the metal surface which protects it from quick tarnishing, rain spots and keeps it brighter longer. Easy to apply with a cloth.

A BRILLIANT FINISH (Glidden Metallite Ready-Mixed Aluminum Paint)

For use wherever special protective qualities and beauty of finish are required. Provides rich, modern effects on walls and ceilings of recreation rooms, kitchens, furnace rooms and laundries. Is excellent for radiators, furnaces, pipes, boilers and similar equipment. When used as a trim color on bric-a-brac, picture frames, etc., it resembles metal itself. Apply with a paint brush.

FOR PROTECTING LINOLEUM (Slick Crystal Clear Linoleum Coating)

A quick-drying lacquer finish especially recommended for linoleum floor coverings and for linoleum around kitchen sinks. This is a crystal clear coating and will not discolor the most delicate tints found in linoleum. Apply with a paint brush.

A SELF-POLISHING FLOOR WAX (Glidden REN-O-WAX)

For use on wood or linoleum floors! Self-polishing, requires no rubbing. Produces a uniform mirror-like surface free from streaks. Sets hard and firm in less than half hour. Protects the floor against wear — cleans quickly; anything dropped or spilled on the surface is quickly and easily wiped up without impairing the finish.

GLIDDEN Clear Type FLOOR & FURNITURE POLISH

For use on varnished or lacquered furniture! The special treatments this polish requires in production make it a superior product. Although costing a little more, it is really economical to use, because it is so efficient and effective as a cleaner and polish that little is required for perfect results. Contains no oily or greasy deposits. Apply with a cloth—polishes and restores the luster of the surface in one easy application.

FOR PROTECTING WALLPAPER (Slick Crystal Clear Wallpaper Coating)

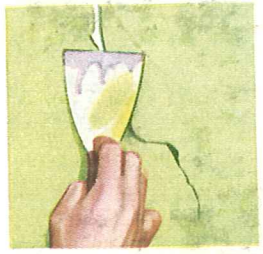
A quick-drying lacquer finish, reduced to a special thinness of body and consistency for effective penetration. Protect wallpapers against grease spatters from the stove and water splashes from the sink, when used in the kitchen. Excellent for use in papered bathrooms, hallways, nurseries, play rooms and stairways. Dirt, grease and fingerprints wipe off easily with a damp cloth.

HOW TO CARE FOR *Painted Walls, Woodwork and Floors*

Your painted interior surfaces such as walls, ceilings, woodwork and floors should be kept clean and bright. And you can do this easily if you use time-proved methods and dependable products.

How to Wash Walls. To wash walls painted with a flat paint (such as SPRED), use a non-abrasive paste soap waterless cleaner. Apply with a cloth and wash off. Or use a light suds of warm water and mild soap applied with a sponge. Do not scrub or rub the surface very hard. Start at the bottom and work up. (It is wrong to start at the top because water dripping on an *uncleaned* surface makes spots that are much more difficult to handle than on a clean surface.) Wash about a square yard of surface at a time. First wash, then rinse, then dry each section. For walls finished with gloss paint (such as SPRED-Luster or other enamels) use the same method but you may scrub harder, or use a stronger washing solution. For grease spots add one ounce of kerosene to a gallon of washing water. It is important not to use an abrasive cleanser or harsh soap on any painted surface.

How to Wash Woodwork. Woodwork is usually finished with gloss paint. This may be scrubbed clean with a paste soap cleaner.



How to Color Patch. Sometimes a painted surface cracks and peels, revealing a small, ugly patch of white. To remedy such a spot, first sandpaper around the edges until they are as smooth as possible. Then fill the hole with a thin layer of patching plaster or spackle (SPRED Plastic Surfacer). With a spatula or putty knife press this flat and smooth off to line up with paint around it. Let this filler dry. Then apply a priming coat. Let dry. Finally repaint, blending edges off into original wall paint.

How to care for a Painted Floor. To preserve a painted or enameled floor, keep it thoroughly waxed (REN-O-WAX). Frequent waxings will help to protect the painted surface, and will also make cleaning easier. To clean a painted floor, use a mild non-abrasive soap solution (such as Slick Cleaner) and work with a damp cloth—not a brush. Do not scrub. Wipe up surplus water as you go along, so that it will not create spots. After floor is dry, apply liquid wax (REN-O-WAX) with cloth or wax mop. **VARNISHED FLOORS,** because of their surface similarity to enameled floors may be cleaned and waxed in the manner recommended above. Waxing is the easy, modern and economical way to keep enameled and varnished floors looking their best.

Things Your Painter Knows. A finished paint job can be no better than the quality of the paint used and the correct preparation of the surface before painting. A perfectly smooth, clean, dry surface is essential to a good finish. Walls of either plaster or wallboard must be sized before being painted. Wallpapered walls may be painted over directly with SPRED, but should be checked for cracks, peeling spots, blisters and these should be corrected before the paint is applied. Before old walls are repainted, they should be washed, rinsed and allowed to dry thoroughly. Loose paint should be removed and edges sandpapered smooth; cracks and seams should be filled and sealed.

Form No. B18—RNSM—647—A. C. Co.

THE SYMBOL OF COLOR AUTHORITY